

# Impact Report

●●●● Jan 2024 – Dec 2025

In partnership with  
Lintons Academy Nairobi, Mombasa,  
Lintons Academy - Hair By L'Oréal



By 2030, we aim to train 100,000 African women and youth into certified, employer-ready professionals and micro-entrepreneurs in the beauty industry.

A word from our

# Chairperson

**The Lintons Foundation was born from a recognition of significant untapped talent. I observed young women and men with immense passion for the beauty industry who lacked the necessary access to quality training and employment opportunities.**



Dr. **Joyce**  
**Gikunda**

While Kenya's beauty sector was experiencing rapid growth, a critical gap persisted: businesses struggled to hire professionally trained staff, and thousands of talented young people had no structured path to build sustainable careers.

My husband Edward and I bring over four decades of experience in the beauty business, beginning with Tropical Chemist and later establishing Lyntons Pharmacy, where we pioneered integrating skincare and cosmetics into beauty retail in Kenya. This journey culminated in the founding of Lintons Beauty World in 2007.

Through the years, we have built trusted partnerships with leading international brands, including Chanel, Dior, Lancôme, MAC, Fenty, Clarins, and Estée Lauder.

This privileged access reinforced a deeply held conviction: that with great opportunity comes great responsibility. We felt a clear duty to share the standards, lessons, and opportunities we had gained with others in the industry, especially those who possessed the talent but lacked the platform.

This conviction is the driving force behind our ecosystem: the Lintons Academy and Lintons Foundation. Our mission is to professionalize the beauty industry and unlock credible, dignified career pathways for the next generation of youth and women through education, job creation, and entrepreneurship.

We work to share global best practices and industry standards, ensuring opportunity is not limited by privilege. Simultaneously, we contribute to shaping a stronger regional ecosystem across East and Central Africa, founded on principles of quality, safety, innovation, and competitiveness, while championing safer beauty practices, including actively combating harmful skin-lightening and unsafe product formulations.

**Ultimately, we give back by connecting talented youth and women with work and income, collaborating with government and industry to promote job creation.**

*Dr. Joyce Gikunda*  
Chairperson



Kenya's beauty and personal care market is no longer a fringe economic consumer category. It is a fast-maturing sector and a dependable income pathway for thousands of households. According to Statista, the estimated industry market revenue in 2025 was US\$2.44B with a projected growth rate of 5.01% CAGR through 2030.

The International Labour Organization (ILO) recent report on the beauty sector, frames Kenya's beauty sector as a KES 20 billion industry, dominated by Micro, Small, and Medium Enterprises (MSMEs).

Women dominate the beauty sector workforce, yet their participation is shaped by gendered inequalities that limit earnings, mobility, safety, and advancement. Many women, particularly from low-income communities, balance beauty work with unpaid care and domestic responsibilities, while facing barriers such as limited capital, transport costs, inflexible training models, and unsafe work environments. As a result, they are often concentrated in overcrowded, low-income market segments with little opportunity for innovation or upward mobility.

Beauty isn't only a lifestyle trend; it is increasingly one of the most practical ways for youth and women to enter the economy.

*“The majority of respondents from our alumni survey who are young women said they pursued beauty because it aligned with their passion and talent, and they want to start their own business.”*

This matches the reality we see daily. In many medium and low-income households, beauty and hairdressing are viewed as an accessible pathway to earning, something you can learn, practice, and begin monetizing without years of formal schooling or high start-up costs.

Without that, many talented youth and women remain stuck at the low end of the market, underpaid, with inconsistent work, and limited progression. The biggest reason this happens is informality. Much of the beauty and personal care sector still operates



## General Manager's Perspective

informally; the government doesn't recognize it as a formal economic category. That is why formalization through skills, standards, and structured work exposure matters. If beauty is going to function as a true ladder out of low income, progress must be measurable. According to the World Economic Survey, 2023, the entry benchmark for many unskilled roles is often around KSh 10,000 per month.

But earnings can shift significantly when skill quality advances into recognized grades. Kenya's wage framework lists monthly rates such as KSh 21,748.92 for an ungraded professional and KSh 36,360.92 for a grade 1 professional. That's more than 2x the entry benchmark!

At the same time, the beauty economy is widening beyond traditional salon and spa employment into new, digitally enabled income pathways. Across East Africa, influencer-driven consumer behaviour is already shaping what people buy, especially in fashion and beauty. A regional study reported that 66% of respondents purchased fashion and beauty items because of influencer recommendations, with 80% preferring short-form video content on platforms such as TikTok and Instagram.

This matters because it expands the possibilities of a "beauty pro". Gone are the days when a beauty professional could only be a salon or spa employee. Now, they are multifaceted. They can be beauty advisors, hair stylists, brand ambassadors, makeup artists, or beauty creators who use content to influence the industry, get clients, and generate income. The list of possibilities for this industry is endless for a "beauty pro"

These shifts sit within a wider global labour reality: the World Economic Forum projects that 39% of core skills will change by 2030, and employers anticipate significant investment in upskilling to keep pace with technology and new ways of working. The implication for the beauty sector is direct.

What truly sets us apart at Lintons Foundation is the deliberate integration of training and employment. We achieve this through Lintons



Academy graduate placement program, offering every learner unique apprenticeship and mentorship opportunities with our partner salons, spas, and employers. These experiences provide invaluable, insider perspectives on the beauty industry.

This commitment is driving the Lintons Foundation to significantly expand its focus on dual apprenticeship programs. These programs combine practical, hands-on training and direct industry exposure with essential skills such as sales, content creation, product knowledge and Artificial Intelligence (AI) skills. This comprehensive approach ensures our beauty professionals can effectively build their audience, grow their customer base, and achieve independent earning success.

**Jessica Colaço**  
General Manager

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# Executive Summary

We are creating sustainable career paths for vulnerable youth and women by empowering them to join the high-growth beauty sector.

The 2024-2025 Impact Report details the years' accomplishments, including the executed programs, realized outcomes, genuine stories of change, and the strategic priorities for 2026 and beyond.

## Average Age

26

The vast majority of our beneficiaries are young people in the the 18 - 35 age bracket, the demographic most in need of structured pathways from talent to sustainable income.

## 3 Counties Reached

Training was delivered across Nairobi, Mombasa and Kiambu counties, extending access beyond the capital.

## 58% Income Uplift

More than half of surveyed alumni moved up at least one income band after training, with 65% now earning KES 10,000 or more per month, a meaningful shift from pre-training baselines where 56% earned at or below threshold.

91%

## Women

Nine in every ten learners reached were women, reflecting our deliberate commitment to advancing women's economic empowerment through dignified, skills-based career pathways.

9,355 KES

## Monthly Uplift

The estimated annualised income gain per graduate — based on an indicative monthly uplift of ~KES 9,355 on their base — representing a powerful return on a single training investment.

2000+ APPLICATIONS

received from motivated young women and youth



94% PLACEMENT RATE

into internships, apprenticeships and jobs within 3-6 months



100+ GRADUATES CERTIFIED

industry-ready, and employable



250+ LEARNERS ENROLLED

and trained across our programs



2 GRADUATIONS

in Nairobi and Mombasa

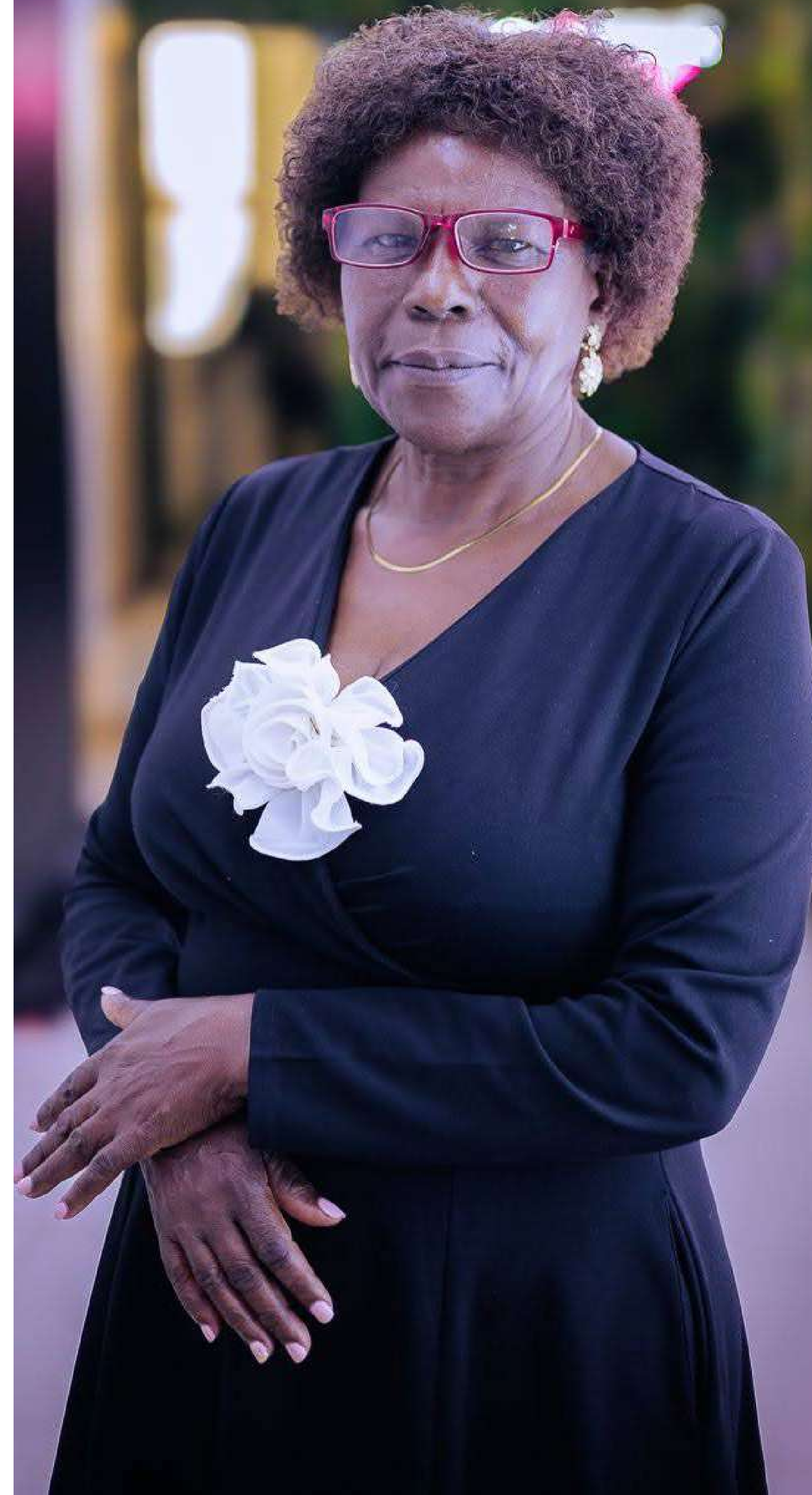


100+ PARTNER

salons, spas, and employers engaged, offering real-world experience and income pathways



# Principal's Desk



In the past 18 months, we have seen significant demand for our programs, receiving over 2,000+ applications from youth and women eager to learn and start their own businesses. Thanks to our partners' support, we successfully enrolled and trained more than 250 learners across various programs. This effort resulted in an exceptional 94% job placement rate within 3–6 months, exceeding our initial goals, as graduates transitioned into internships, apprenticeships, and jobs through our expanding employer network. Some are now successfully self-employed, working as freelancers and beauty creators.

In 2024, Lintons Foundation pioneered a landmark global partnership with L'Oréal Foundation, launching the Hair by L'Oréal Program through Lintons Academy, a truly game-changing education model. The program integrates world-class training (with curricula co-designed and delivered by leading local and global L'Oréal educators and structured apprenticeships through partnerships with Kenya's top high-end salons, and clear employment-linked pathways.

Thanks to our partners, including Fondation L'Oréal, Lintons Beauty World, KCB Foundation, Clean Start, Compassion International, ORAM, (The Organization for Refuge, Asylum and Migration) and individual donors, we have accelerated our mission beyond what we could have accomplished on our own.

We are now able to offer more with continued

commitments from key partners, such as Fondation L'Oréal and KCB Foundation. They have also validated the efficacy of our operational model and impact, thereby facilitating deeper service delivery and expanded reach throughout 2025.

Our accelerated mission delivery surpasses what would have been achievable independently, a success directly attributable to the crucial support of our partners.

Moving forward, our key priorities are maintaining program quality during expansion, enhancing our employer partnerships to secure reliable job placements, and significantly improving our tracking of outcomes at the 3, 6, and 12-month marks. This enhanced focus will allow us to report on long-term impact.

Specifically, sustained employment, income advancement, and entrepreneurial success—rather than just the immediate output of training completion. This report serves as a testament to our impact, detailing our programs, the achievements of our learners, the strength of our partnerships, and the foundation we are building for the next phase of our ecosystem.

I have seen many young people come from the ghetto already feeling like life has given up on them. When opportunity feels out of reach for too long, many begin to lose hope. But sometimes, one chance is all it takes to change the direction of a life.

Chris was one of those young people. He came from the ghetto carrying the weight of difficult circumstances and limited opportunities. What he needed was not just a job, but guidance, discipline, and skills for life.

Through a scholarship, Chris enrolled in the Hair by L'Oréal program at Lintons Academy. The training gave him more than technical hairdressing skills. It helped reshape his behavior, his mindset, and his confidence.

Chris embraced the opportunity. He committed to learning, showed up every day ready to grow, and slowly transformed his path. Today, Chris works in one of the high-end hairdressing spas in Nairobi.

A scholarship did more than pay for training. It gave him hope, confidence, and a reason to believe in his future again.

**Susan Kimani**  
Principal, Lintons Academy

# The Lintons Foundation Journey (2024 2025)

Building Our Skills-to-Work  
Pathway for the Beauty  
Sector in Africa



Lintons Foundation began with a simple conviction: when young people have skill, they deserve a clear way to turn it into income and dignity. In the early days, Dr. Joyce Gikunda personally sponsored a small group of learners, young women who had the drive but not the access. What started as support for “a few” quickly became impossible to ignore. The need was bigger. The demand was louder. And the potential, once seen up close, could not be contained.

*“For many of the students, it was the first time someone had backed their future with a real opportunity and not another empty promise.”*

The vision soon expanded, prompting Dr. Joyce to invite friends and community organizations to join the cause. Key early partners included the Zero Street Foundation, the Danish Refugee Council (DRC), and Ngong Road Children’s Home. This collaboration proved a vital point: pairing training with tangible job opportunities creates an impact that extends far beyond a graduation ceremony. It reaches into homes, rebuilds confidence, and fundamentally alters what families can accomplish.

As word spread, more partners stepped forward not because the story sounded good, but because the outcomes were hard to ignore. Fondation L’Oréal, KCB Foundation, Clean Start, Compassion International, ORAM, and individual sponsors joined the work, shifting this from a simple sponsorship to a sustainable and expanding pipeline of beauty pros.

As Teresa Njoroge, Founder and CEO of Clean Start, put it: “When women from Clean Start walked through the doors of Lintons Academy, they didn’t just learn a skill; they reclaimed their dignity, their confidence, and their future... partnering with Lintons Academy and Foundation has meant unlocking doors of opportunity where society had closed them.”

In just 18 months, that early spark has become a structured and scalable pipeline: **an end-to-end ecosystem that trains talent, certifies and strengthens their credibility and connects graduates to real opportunities.**

What follows is a look at the moments that shaped this journey: the partnerships that expanded reach, the cohorts that built momentum, the employer connections that strengthened placement, and the behind-the-scenes systems that turn training into real-world opportunity.

## The Journey Begins

MoU signed with KCB Foundation, formalizing a shared commitment to youth livelihoods.

Lintons Academy Mombasa launched, with Cohort 1 training kicking off.

MAR 2024

## A Regional Milestone

Partnered with Fondation L'Oréal to establish the first Hair School by L'Oréal in East Africa.

Official launch of Lintons Academy Hair by L'Oréal program with 25 sponsored students.

SEPT/OCT 2024

## Scaling Success

KCB Foundation committed follow-on funding for 2025 to support 100 additional learners across Nairobi and Mombasa, which helped accelerate scale without compromising quality.

NOV 2024

## Strengthening The Employer Bridge

We hosted a Salon Owners' Breakfast to bring employers closer to the program and deepen placement pathways.

MAR 2025

## Growing The Pipeline

Hair by L'Oréal Cohort 2 commenced, expanding training reach and throughput.

FEB 2025

OCT 2025

## Growth & Expansion

Clean Start - Linton Academy Annexe launched in Ridgeways, Kiambu County, increasing training access and reach to more communities.

JUL 2025

## A Peak Moment

Hair by L'Oréal Cohort 1 graduated, and Cohort 3 began, showing continuity and growth of the pipeline.

JUN 2025

## First Graduation Milestone

Beauty Therapy (KCB Foundation) Cohort 1 graduated in Mombasa, marking a key proof point in delivery and completion.

MAY 2025

## Expanding Pathways

Beauty Therapy (KCB Foundation) Cohort 1 launched in Nairobi.  
Beauty Therapy (KCB Foundation) Cohort 2 launched in Mombasa, broadening access and strengthening regional delivery.

## One Year Stronger

DEC 2025

We celebrated our one-year anniversary of the Hair By L'Oréal Program and launched the Lintons Academy - Hair By L'Oréal - Alumni Network.

Fondation L'Oréal committed follow-on funding for 60 additional learners, affirming confidence in the model and outcomes.

# Our Journey

Momentum is a signal. Partnership is the multiplier.

# The Bold Vision of The Lintons Foundation

The foundation empowers vulnerable youth and women by providing vocational training and creating pathways to dignified work in the beauty and creative industries.

By 2030, we aim to train 100,000 African youth and women into certified, employer-ready professionals and micro-entrepreneurs in the Beauty sector.

According to us, education is shifting from memorization and paper credentials toward critical thinking, creative problem-solving, and the ability to demonstrate skills and talent in real-world environments.

Our true distinguishing factor is the deliberate way we link training directly to employment. We offer every learner exclusive opportunities, including apprenticeships, product knowledge sessions with our brand partners, and mentorship with partner salons, spas, and employers. These opportunities provide an invaluable insider's view of the beauty industry.

We not only expose our students to key industry events such as Tribal Chic, Kenya Fashion Week, and Nairobi Fashion Week, providing them with opportunities to showcase their talent, network, and connect with industry innovators, but we also go a step further.

We equip our graduates with essential digital and AI skills training. This crucial upskilling broadens their career horizons beyond conventional salon employment, enabling them to generate independent income as "Beauty Creators" and micro-entrepreneurs, rather than solely depending on foot traffic from physical salons and spas.

The Lintons Foundation, in partnership with Lintons Academy, provides rigorous training programs that lead to industry-endorsed, nationally recognized, and internationally

aligned certifications. Our curriculum is highly valued by employers, a testament to the expertise of our trainers, each of whom brings over a decade of industry experience.

We offer comprehensive certificate and diploma qualifications, accredited by TVET (Technical and Vocational Education and Training) and by prestigious local and global examining bodies, including NITA (National Industrial Training Authority) and ICM (Institute of Commercial Management). This focus on delivering high-quality education translates into exceptional career outcomes: a remarkable 94% of our graduates secure employment or placement within 3–6 months of completing their program.



*We go beyond funding training — we invest in what happens after: careers built, businesses launched, livelihoods secured*

## Our Unique Value Proposition

- **Exceptional Graduate Success:** 94% placement rate for graduates.
- **Industry-Aligned Training:** Curriculum is certified by leading industry bodies.
- **Practical Experience Focus:** Includes guaranteed internships, work experience, and structured dual-apprenticeship programs.
- **Comprehensive Training:** Our curriculum fosters holistic skill development, integrating crucial business and product knowledge from our brand partners.
- **Strong Employer Network:** Robust graduate placement program facilitated by a wide network of employers.

## Our Vision

is to catalyze the transformation of Africa's youth and women by providing vocational training and creating pathways to dignified work in the Beauty Sector. Our four foundational pillars are:

### Skills Development

We equip youth, especially women, with practical in-demand skills in hair, skincare, and makeup artistry so they can build self-reliant and sustainable livelihoods.

### Employment

We use education as a tool for empowerment, pairing income-generating skills with workplace readiness and pathways that lead to internships, jobs, and entrepreneurship.

### Entrepreneurship

We use education as a tool for empowerment, pairing income-generating skills with workplace readiness and pathways that lead to internships, jobs, and entrepreneurship.

### Financial Inclusion

All our initiatives are guided by rigorous research and data, informing the design of relevant training programs and the precise measurement of real-world impact. This commitment ensures that graduates acquire the competencies required by employers and allows us to comprehensively track outcomes such as job placement rates, income augmentation, and enhanced financial inclusion.

# Credibility of Our Model



We deliver transformation via 5 connected stages:

01

#### **Training Period (3-6 Months)**

We deliver intensive vocational programs designed to cultivate technical proficiency, workplace professional standards, and essential soft and digital skills. This broad skill set ensures graduates have diverse income opportunities.

02

#### **Assessment & Certification**

Trainees undergo rigorous testing utilizing industry-recognized assessment standards (NITA/ICM accredited) and are granted official certification upon successful completion. This process significantly enhances their professional credibility and formally validates their skills for prospective employers and clients.

03

#### **Career Transition (Employment and Entrepreneurship Pathways)**

Our robust support system focuses on three key pathways for graduates. We connect them with internship, apprenticeship, and direct employment opportunities through our established employer network. For those pursuing self-employment, we provide essential training in business development and financial literacy.

04

#### **Mentorship and Alumni Support**

Through our comprehensive alumni network, graduates receive ongoing mentorship, current industry insights, and professional community support. This vital assistance is instrumental in fostering continuous growth, sustaining workforce participation, and facilitating career advancement.

05

#### **Entrepreneurial Enablement**

For graduates pursuing entrepreneurship, we furnish essential starter kits/tools and focused support to mitigate typical barriers to entry. This intervention empowers them to more effectively convert their technical skills into marketable services, secure clients, and generate consistent revenue.

# Our Model & Theory of Change

Our outcomes are clear and consistent because of our unique roadmap that guides every touchpoint within the Lintons Foundation pipeline. This is how we translate a growing market demand for beauty skills into employability, entrepreneurship, and long-term income pathways for young women and youth.

## Theory Of Change

Providing the skilling and employment access to African Women & Youth Through Vocation Beauty Training, Dual Apprenticeships & Entrepreneurship pathways for more sustainable and dignified income pathways for young women and youth.

## Opportunity

Growing Demand for beauty & digital skills, youth eagerness to earn from creator economy, scalable beauty brands venturing into and out of Africa

## Inputs

Skills

Employment

Financial Inclusion

Tech Enablement

## Activities

Vocational Training Diploma Program

Apprenticeships Placement

Partner SMB Financing Asset Financing

"Beauty Box" and Alumni Placement Network

## Outputs

Youth trained and equipped with relevant skills

Youth employed by industry stakeholders

Youth become micro-entrepreneurs

Growing talent pool of skilled beauty professionals

## Impact

Increased employability and job creation · Financial inclusion strengthened from micro-entrepreneurs · Formalisation of the beauty industry



# Lintons Academy Hair By L'Oréal

Cohort 1 (September 2024)  
Cohort 2 (Feb 2025)  
Cohort 3 (July 2025)  
Location: Nairobi, Kenya

In 2024, Lintons Foundation pioneered a landmark global partnership with L'Oréal Foundation, launching the Hair by L'Oréal Program through Lintons Academy. The program is designed to equip women from underprivileged backgrounds with practical, industry-relevant skills that improve their access to decent work, sustainable livelihoods, and economic independence. Training pathways include hairdressing, make-up, manicure, and beauty advisory services, tailored to local labour market needs.

The program integrates world-class training with curricula co-designed and delivered by leading local and global L'Oréal educators and structured apprenticeships through partnerships with Kenya's top high-end salons, and clear employment-linked pathways.

### Goal

To equip young, vulnerable women with practical, job-relevant hairdressing skills.

### Target group

All learners were women from underprivileged backgrounds, prioritized for vulnerability factors such as unemployment, caregiving responsibilities, and limited access to formal education. Learners

were recruited through an application and screening process designed to identify high motivation and readiness to complete the training.

The Kenya implementation of Beauty for a Better Life intentionally prioritised women, in alignment with the programme's global mandate to advance women's economic empowerment.

### What we delivered

**Training:** A full hairdressing curriculum aligned to industry standards, delivered through three cohorts across the year. All enrolled learners completed the curriculum.

**Certification:** Learner progression was assessed through continuous evaluation and certification processes, strengthening credibility and employability in professional salon environments.

**Wrap-around support:** The program reinforced retention support through transport facilitation, tools, and mentorship, elements that reduce dropout risk and improve completion outcomes.

**Placement preparation:** Graduates were prepared for entry into salons, apprenticeships, and self-employment.

# Outputs & Impact

**437** Applications received — demonstrating strong demand and rigorous selection

**60** Women Trained at no cost to learners



**90%** Attendance and retention rate throughout training

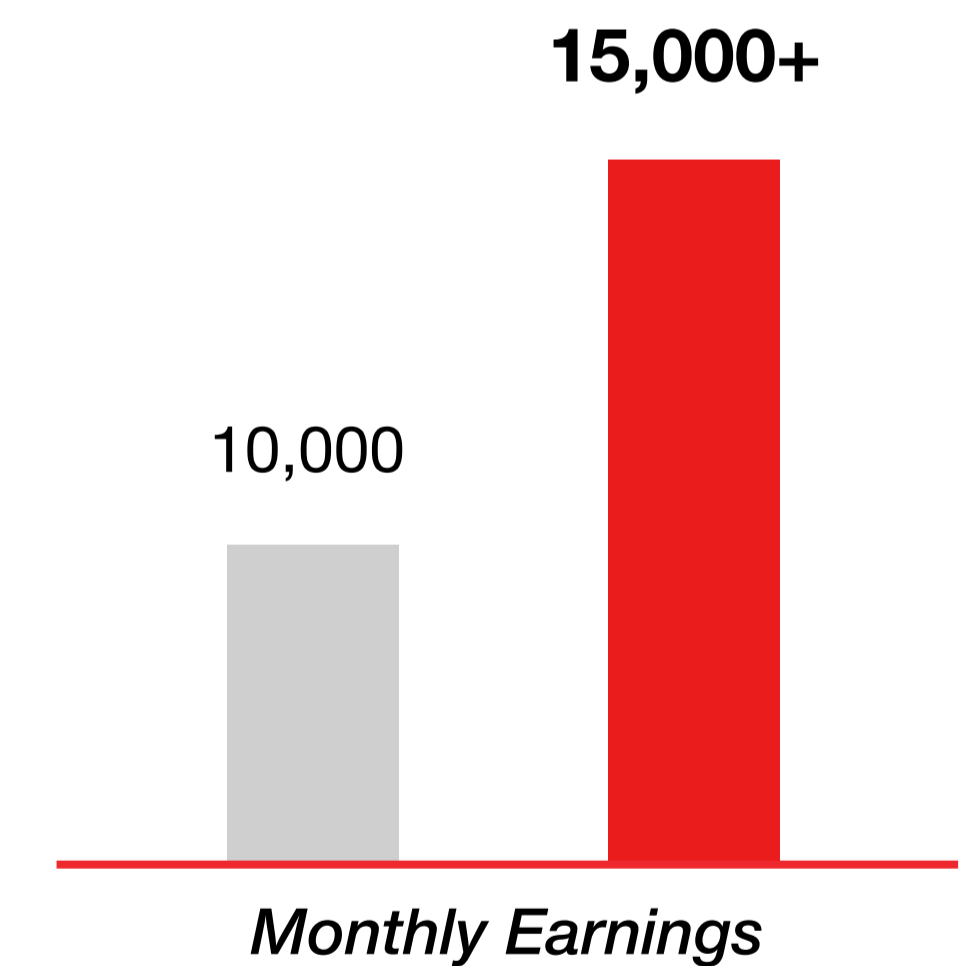
**94%** Placement rate — graduates placed in high-end salons, apprenticeships, and self-employment

## B, Merit

assessment pass rate demonstrating high-quality training delivery



**1 graduate** secured international employment in Riyadh, Saudi Arabia as a Caucasian hair specialist



**KES 15,000+**

average monthly earnings at graduation, a 50% increase from the KES 10,000 baseline prior to the program.

## Sponsor Spotlight Foundation L'Oréal



The launch of the Lintons Hair Academy by L'Oréal in 2024 represented a deliberate investment in the professionalization of Kenya's beauty industry. For me personally, this initiative embodies a long-held conviction that the future of the beauty industry depends on investing in people, their skills, their confidence and their capacity to build businesses of their own. When we elevate training standards, we elevate the entire ecosystem.

Kenya's beauty and salon ecosystem contributes significantly to national employment and entrepreneurship. Yet for many years, the industry has faced a structural challenge: the gap between informal apprenticeship models and internationally aligned professional standards. While demand for skilled stylists continues to grow, access to structured, industry-ready training has remained limited, constraining both youth employment and salon performance.

The Lintons Hair Academy was established to address this gap intentionally and systemically. Through partnership with L'Oréal, the Academy integrates international curriculum standards, technical excellence, digital capability and business fundamentals into its training model. Students are not only taught the artistry of hairdressing, but also exposed to professional discipline, product knowledge, client experience standards and entrepreneurial thinking. This alignment ensures that graduates are prepared to contribute meaningfully to professional salons and to build sustainable careers.

This partnership demonstrates what responsible ecosystem investment can look like. It reflects L'Oréal's long-term commitment to talent development as the foundation of sector growth.

By combining L'Oréal's global expertise with Lintons' local leadership and community reach, the Academy strengthens the full value chain. The scholarship support from the L'Oréal Foundation is especially meaningful, opening doors for talented young women from disadvantaged backgrounds and reinforcing the belief that structured education can transform lives.

The Academy's journey is ongoing. Continued focus on operational discipline, technology-enabled learning and sustainable funding will ensure its long-term resilience and credibility. The ambition is clear: to build a respected professional pathway that future generations can rely on.

Investing in the next generation of stylists is ultimately an investment in economic inclusion, entrepreneurship, and legacy. Through partnerships grounded in shared vision and structured commitment, we are helping shape a stronger, more professional, and more resilient beauty ecosystem for Kenya and beyond.

**Maureen Murunga Kadeiza**  
Foundation L'Oréal

## Partnership Spotlight Clean Start Africa



The partnership between Clean Start Africa, Lintons Beauty School, and the sponsorship support of L'Oréal has significantly transformed opportunities for women and youth impacted by the criminal justice system. Since the collaboration began in September 2024, a total of 36 beneficiaries from the Clean Start community have accessed professional beauty training. This initiative has equipped participants with practical vocational skills, industry exposure, and a renewed sense of dignity, confidence, and possibility as they rebuild their lives.

Encouragingly, 9 graduates have already transitioned into employment, demonstrating the effectiveness of the program in creating viable economic pathways. Among them, one graduate has secured employment in Riyadh, Saudi Arabia as a Caucasian hair specialist, highlighting the international relevance and marketability of the skills acquired through this training.

Through the sponsorship provided by L'Oréal in partnership with Lintons Beauty School, Clean Start Africa has been able to open transformative vocational pathways for women seeking reintegration after justice-system involvement. The sponsorship has enabled beneficiaries to pursue professional diplomas in hairdressing, equipping them with industry-recognized skills and the confidence required to build sustainable livelihoods within the beauty industry.

The first two beneficiaries sponsored by L'Oréal enrolled in the Diploma in Hairdressing program and successfully graduated in July 2025. Their journeys demonstrate the profound impact of access to professional training. One graduate is currently employed in Riyadh, Saudi Arabia as a Caucasian hair specialist, while the other secured employment with Urban Spa and Salon Studio at Nairobi GPO.

Beyond technical competence, both graduates demonstrated exceptional self-leadership, ownership of their professional development, and strong communication skills necessary for effective client management. They have also shown confidence in promoting their services through social media platforms, reflecting both professionalism and passion for their craft.

Building on this success, six additional beneficiaries were sponsored in 2025 to pursue the same diploma program. These students have demonstrated notable progress in hairdressing as well as in fashion and design. Their skills have been recognized within the academy, where they actively participate in styling and dressing top performers during fashion show events organized by the institution.

In 2026, two additional beneficiaries have been sponsored, further expanding access to professional training and strengthening the investment, the initiative has not only enabled access to high-quality vocational education but has also fostered confidence, professional discipline, and tangible employment pathways for women rebuilding their lives after incarceration or justice-system involvement.

To further deepen and scale this impact, Clean Start Africa established the Clean Start x Lintons Academy Annex. This initiative was informed by the growing demand among beneficiaries for accessible,

**Teresa Njoroge**  
Founder & CEO  
Clean Start Africa



# Lintons Academy Beauty Pathways Program

Cohort 1 (March 2024)  
Cohort 2 (Jan 2025)  
Cohort 3 (May 2025)  
Location: Nairobi and  
Mombasa

In 2024, Lintons Foundation and KCB Foundation partnered through the 2Ajiri Program to expand access for youth and women through our signature Beauty Therapy program to equipping participants with market-ready skills and a clear pathway to internships, employment, and entrepreneurship in the beauty industry.

The program integrates world-class training with curricula co-designed and delivered by leading local and global L'Oréal educators and structured apprenticeships through partnerships with Kenya's top high-end salons, and clear employment-linked pathways.

**Goal**  
Equip youth and women with market-ready Beauty Therapy skills spanning skincare, makeup, nails, body treatments, hair removal, and spa operations so they can secure employment or start/strengthen income-generating beauty businesses, while improving client well-being through safe, professional service delivery.

**Target group**  
All learners were youth and women from underprivileged backgrounds, prioritized for vulnerability factors such as unemployment, caregiving responsibilities, and limited access to

formal education. Learners were recruited through an application and screening process designed to identify high motivation and readiness to complete the training.

- What we delivered**
- Training:** A full beauty therapy curriculum aligned to industry standards, delivered through all the cohorts in 2024 and 2025.
  - Certification:** Learner progression was assessed through continuous evaluation and certification processes, strengthening credibility and employability in professional spa environments.
  - Wrap-around support:** The program reinforced retention support through transport facilitation, tools, and mentorship, elements that reduce dropout risk and improve completion outcomes.
  - Placement preparation:** Graduates were prepared for entry into salons, apprenticeships, and self-employment.

# Outputs & Impact

**141** Youth and Women, funded by KCB, completed training across Nairobi and Mombasa. **1000+** applications received — with **300 shortlisted** and **150 enrolled**



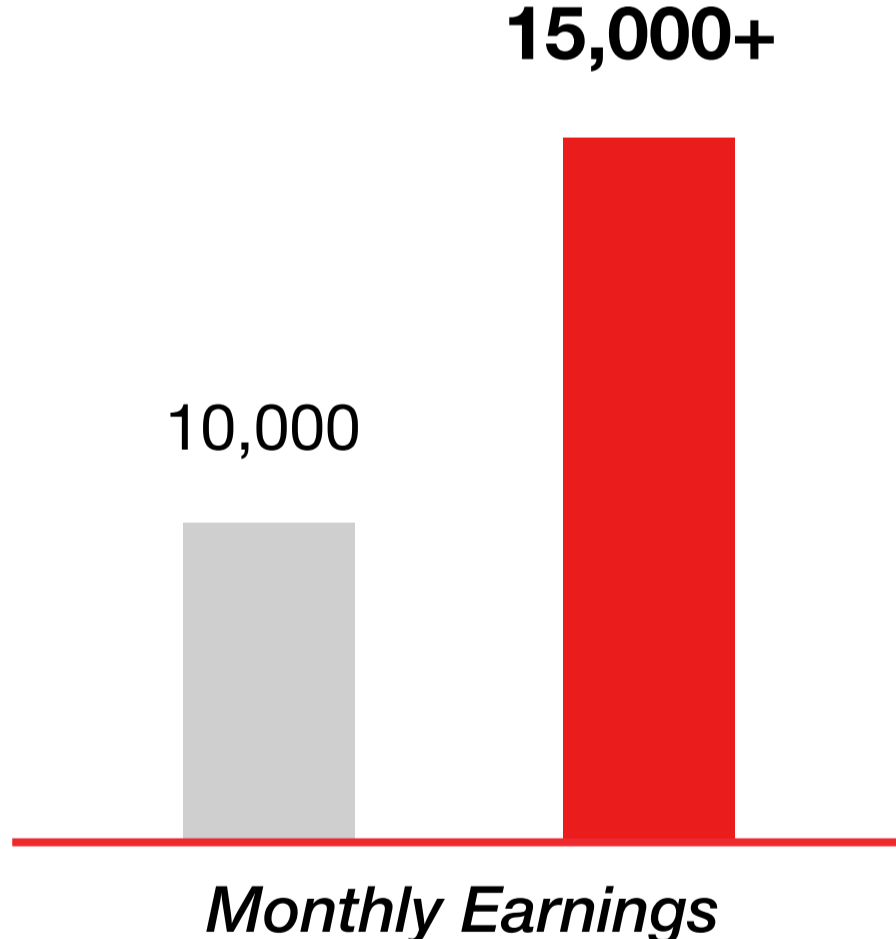
**90%** Attendance and retention rate throughout training

**94%** placement rate into internships, jobs, and self-employment

**B, Merit**  
assessment pass rate demonstrating high-quality training delivery



**Business development training and financial literacy** provided by KCB Foundation, equipping graduates to launch and sustain their own beauty businesses.



**KES 15,000+**  
average monthly earnings at graduation, a 50% increase from the KES 10,000 baseline prior to the program.



**Sponsor Highlight**  
KCB Foundation

The beauty industry continues to offer a pathway to dignified work for thousands of youth. Through our collaboration with Lintons and the 2Ajiri Program, we have witnessed participants transition from training to real employment opportunities, proof that intentional partnerships create sustainable impact.

Our partnership with Lintons has strengthened the beauty ecosystem by bridging the gap between training, industry standards, and employment. Through 2Ajiri, we have enabled structured skills development, access to real job opportunities, and a pipeline of professionally trained talent for the sector. This collaboration has improved the quality of services, increased youthful participation and elevated professionalism within the industry.

**Clarise A. Aduma**  
KCB Foundation



**Employer Highlight**  
Lintons Beauty World

Lintons Academy has truly been a game-changer and a strategic recruitment partner for us. Because the Academy trains students directly on the same local and international brands we carry over 10,000 SKUs. The graduates hit the ground running with strong technical knowledge and the ability to deliver confident, professional beauty consultations from day one.

We have formalised a partnership that includes internships as part of the curriculum, so students are mentored hands-on by our top performers in-store. This has dramatically elevated both their customer experience skills and their overall professionalism. The results speak for themselves: several international brands have now started sourcing graduates directly through us - A clear testament to how well prepared and industry-ready they are.

The Academy graduates consistently bring fresh creativity that our industry desperately needs, especially with the constant influx of new products and trends. They are highly social-media savvy and proactive about building their personal brands — something that translates directly into impressive sales volumes for both themselves and for Lintons. They also demonstrate a genuine willingness to learn,

quickly absorbing insights from our senior Beauty Consultants. This is clearly visible in the exceptional quality of service they deliver and the outstanding client feedback we receive. Their combination of creativity, digital fluency, and teachability has become a real competitive advantage for our business.

To stay ahead in today's beauty industry, the program should move quickly to include dedicated training on professional social media management. This should equip students to clearly separate personal and business accounts, create high-converting beauty content, understand what content performs best in the market, and use their platforms to generate income. Adding this module would give graduates a stronger competitive edge, as personal branding and digital sales are now just as important as technical in-store skills.

**Arnold Gerroh**  
Head of Human Resources  
Lintons Beauty World

# Impact At A Glance

## Impact

**50%**

average income increase at graduation

## Performance

**90%**  
Graduate Rate

**94%**  
Placement Rate

**150+**  
Placement Partners

**95%**  
Recomendation by Graduates

**91%**

Women

**91%**

Youth

**#**

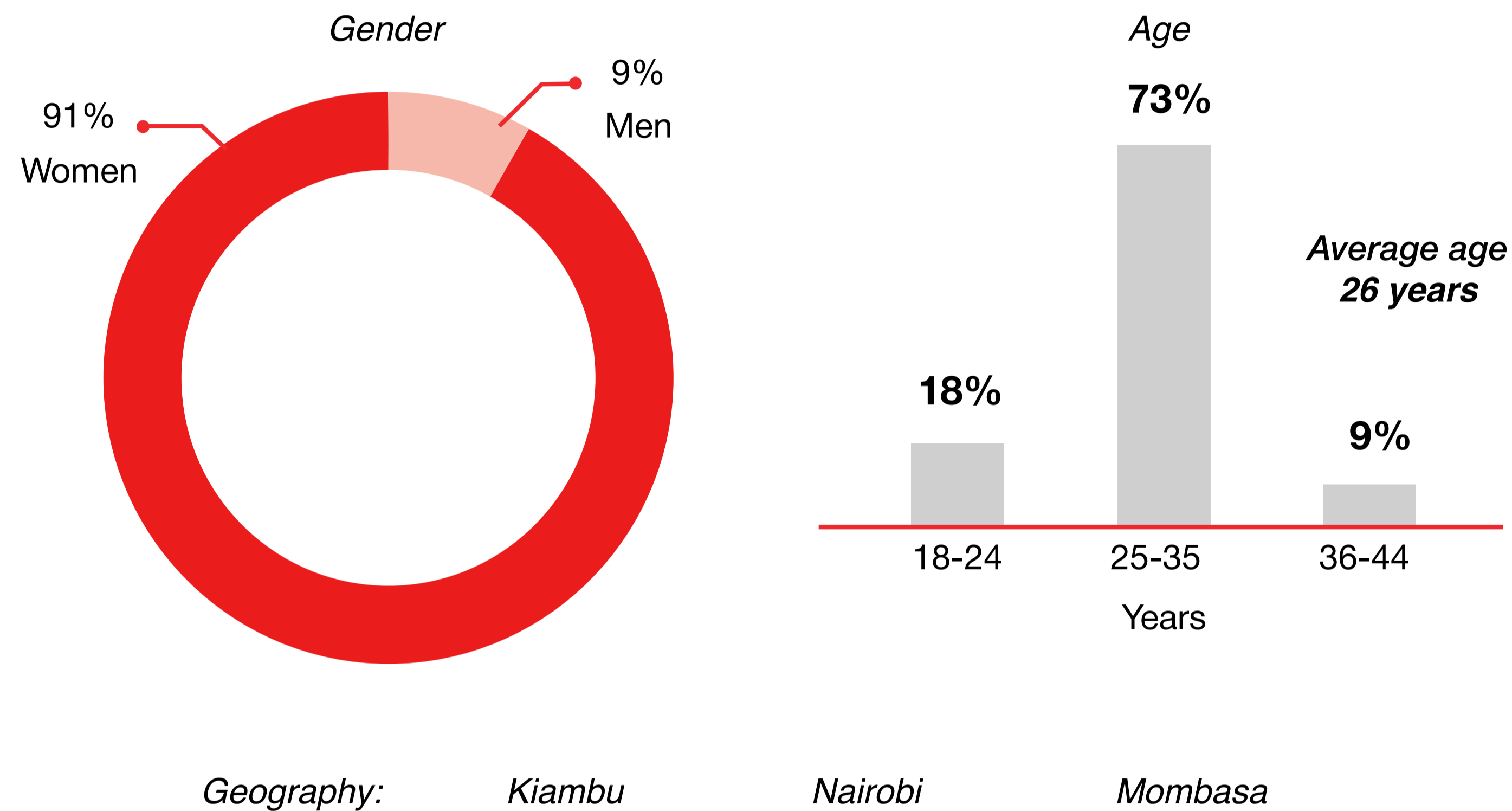
Started their own business

# Reach & Beneficiary Profile

## Who We Reached

Lintons Foundation served **250** direct beneficiaries across Nairobi, Kiambu, and Mombasa counties, with a focus on young women and youth facing the greatest barriers to training, employment, and stable income.

### Beneficiary profile (based on tracked data)



### Vulnerability Markers:

#### Low-income at baseline:

**56%** reported ≤ **KES 10,000/month** pre-training

#### Household context:

**59%** single, **32%** married, **9%** divorced

Lintons Foundation target beneficiaries include economic instability, disrupted education, forced displacement, caregiving burdens, and recovery from trauma or social exclusion. This includes single mothers, refugee and displaced youth, school dropouts due to financial hardship, young women affected by separation or divorce, ex-incarcerated women rebuilding their lives, survivors of domestic or sexual violence, and lower-middle-income youth and women at risk of slipping deeper into vulnerability without reliable income pathways.



The sponsorship enabled students access to professional hair training that would have been financially out of reach. Beneficiaries were able to participate in structured practical learning from a curriculum curated from L'Oréal expertise as well as a salon-inspired feedback, gain exposure to professional products and techniques, and receive mentorship from experienced professionals.

This allowed our students to develop both technical competence and professional confidence within a real salon and academy environment. The sponsorship also improved their access to industry networks, internship opportunities, and potential employment pathways within the community. Overall, the sponsorship served as a bridge over financial barriers, enabling economic empowerment and accelerating the journey for students who might otherwise have taken longer to progress up the professional ladder in the hairdressing industry.

**Joe Kamiri**  
Lintons Academy

# Outcomes & Impact

Training only matters if it translates into capability people can sell, confidence people can carry, and income people can rely on. The results below draw from an alumni survey validation sample and provide early signals of what is changing after training.

## Skills Outcomes: Quality and Readiness

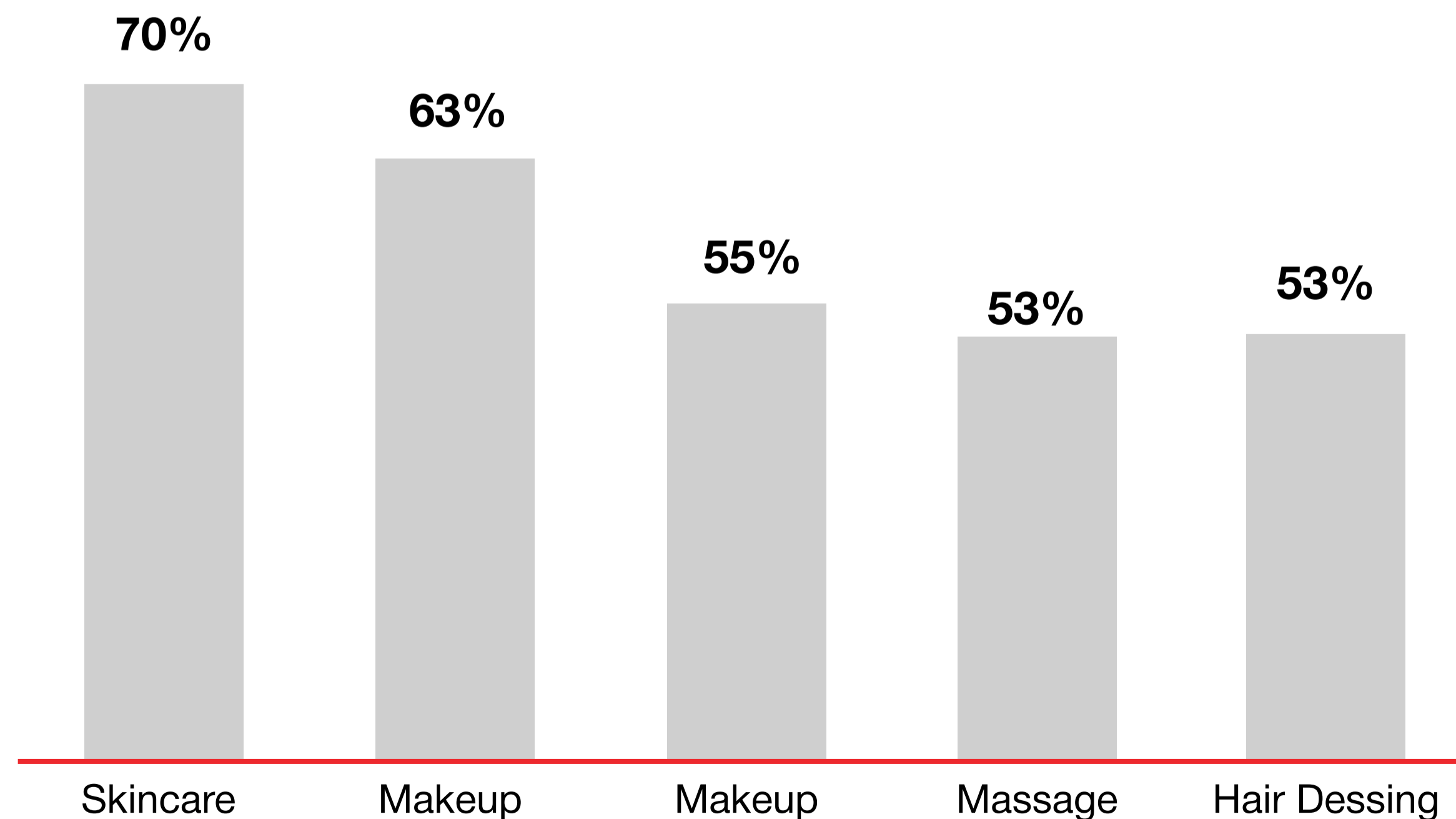
Learners rated the training experience highly, suggesting strong satisfaction with delivery and perceived readiness to apply skills.

**Training satisfaction: 4.5/5 average**

83% rated the experience 4-5/5.

**Recommendation: 4.73/5 average**

90% rated likelihood to recommend 4-5/5, and 78% gave a full 5/5.



Competencies gained (most frequently reported)

## Employment Outcomes: where skills are being used now

The strongest signal is that most respondents are already using their skills in income-generating contexts, either through independent services or salon-based employment.

### Where alumni are applying their skills now?

**43%**  
Employed in a salon/spa/  
beauty company/retail

**40%**  
Independent services (home-  
based/mobile/rented chair/own  
clients)

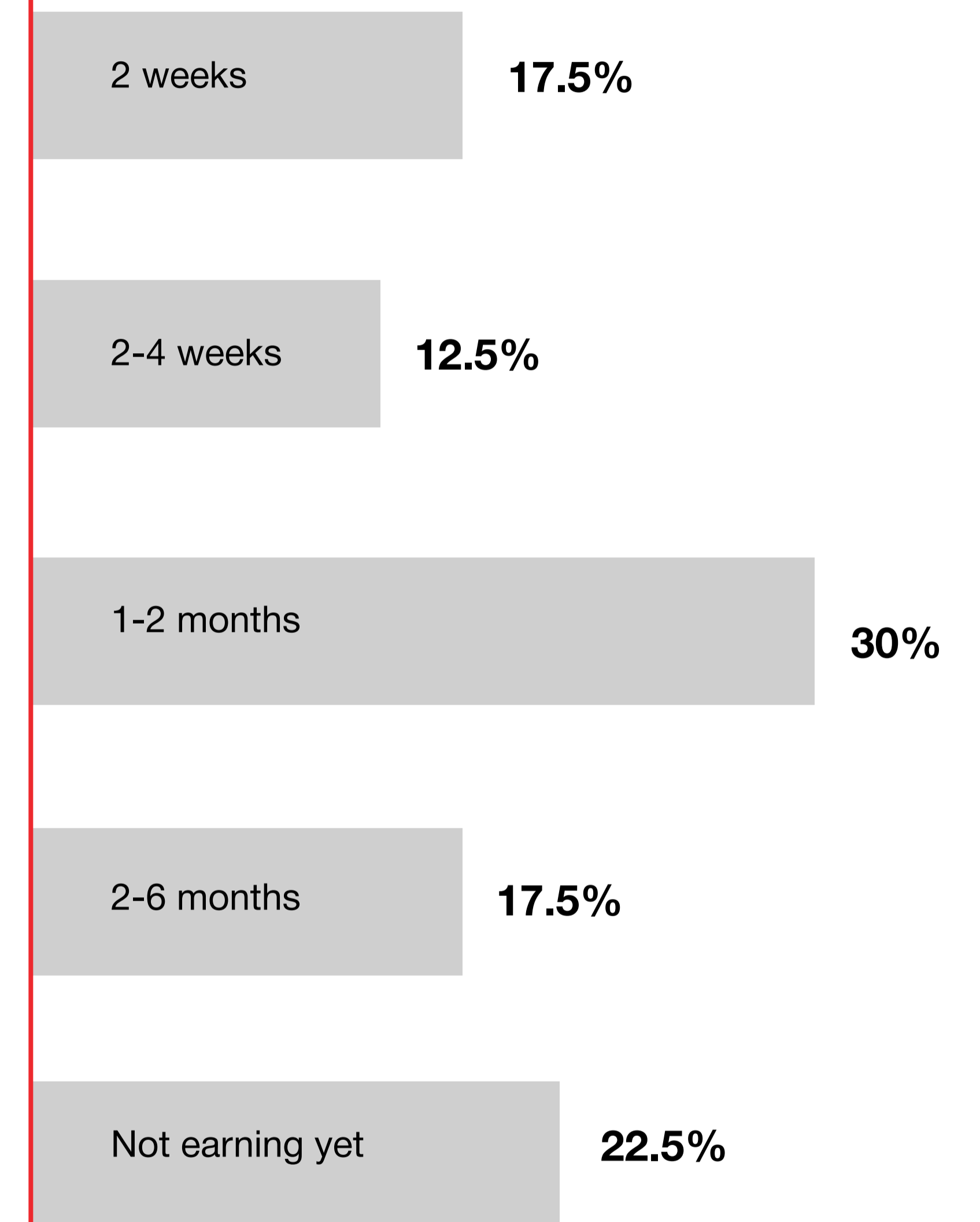
**3%**  
Internship

**3%**  
Beauty content creator/  
influencer

**3%**  
Mixed Other

**10%**  
Not currently using skills

### Time-to-earning Distribution



## Bottom Line

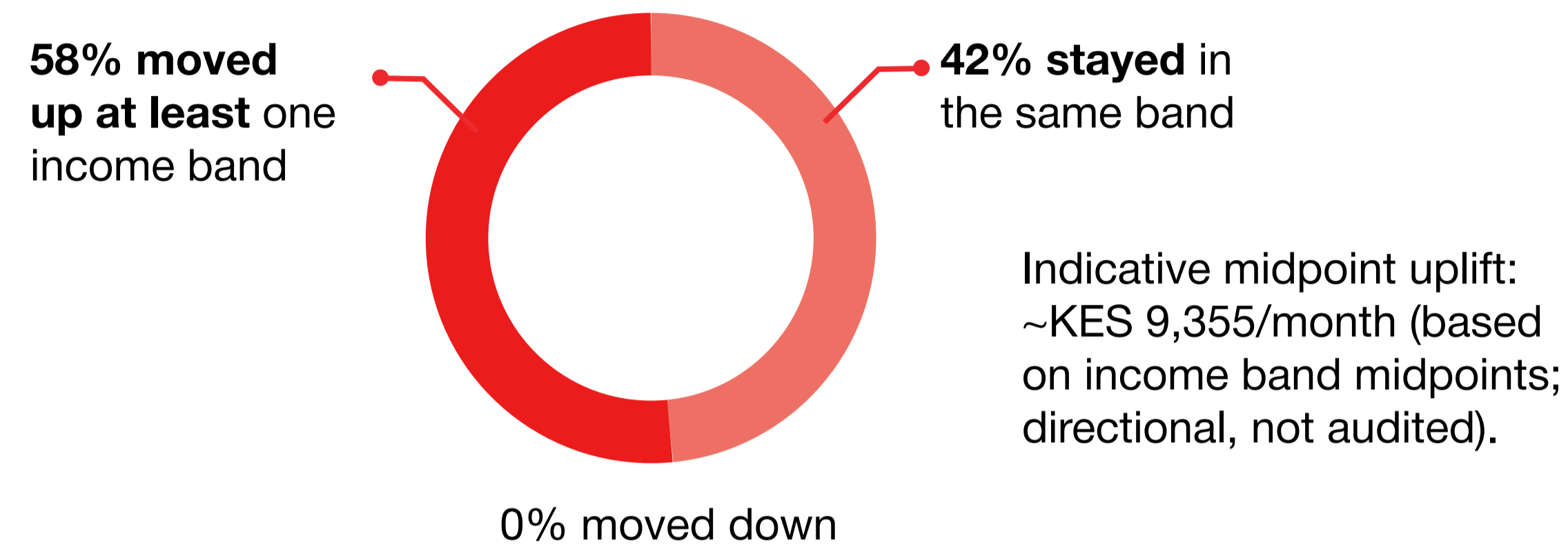
**90%** report actively using the skills they gained.

**77%** started earning within 2 months of training.

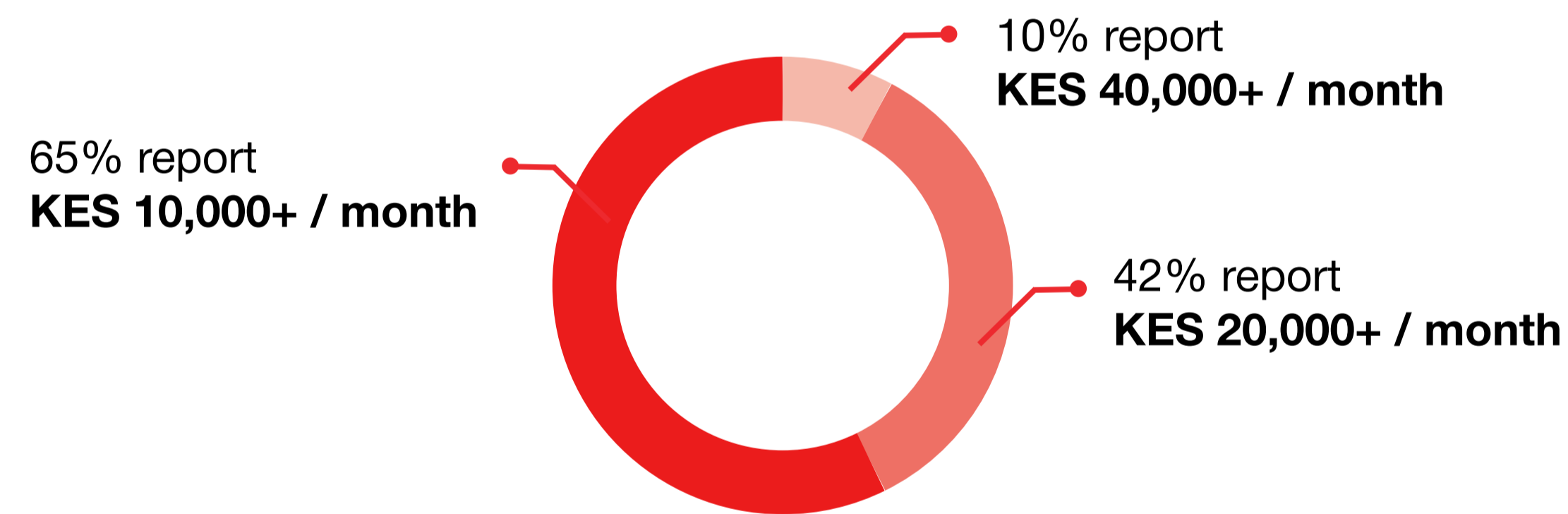
## Income & Entrepreneurship Outcomes: early movement

Even with self-reported data, the pattern is encouraging: income movement trends upward, and early business activity is emerging.

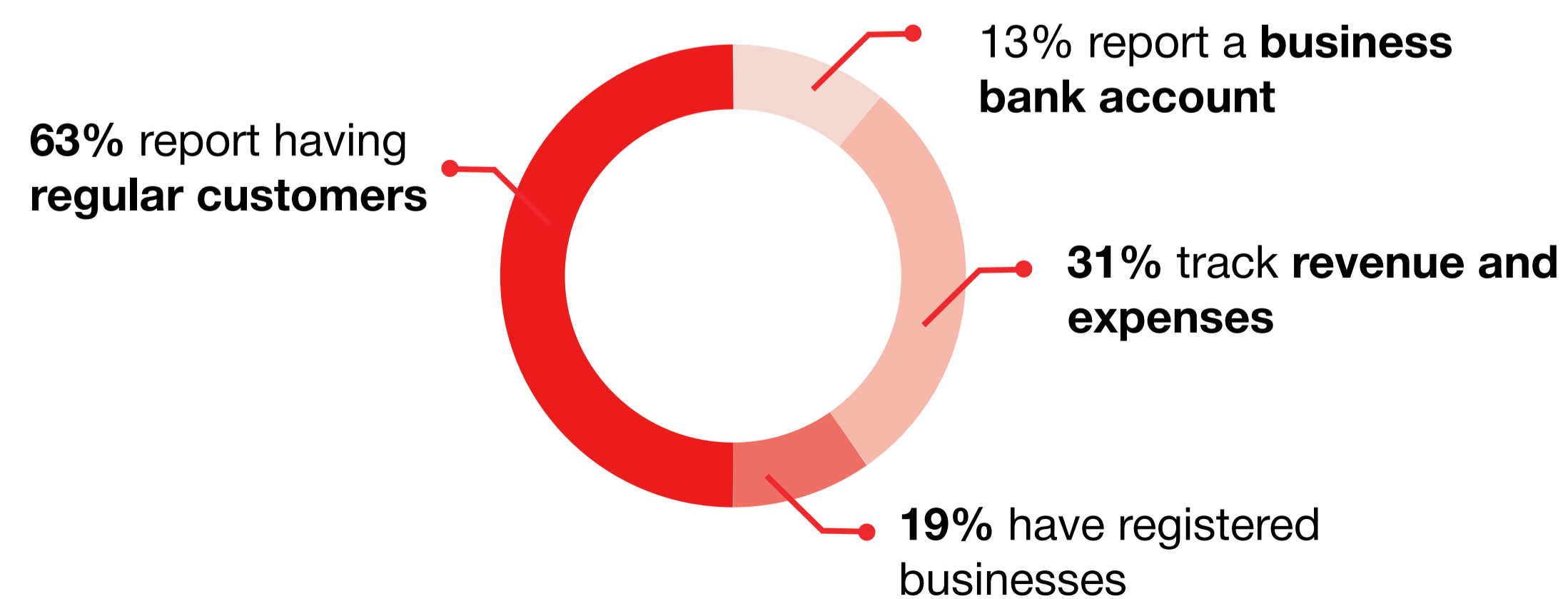
### Income Movement



### Current Earnings Snapshot



### Early Business Progress

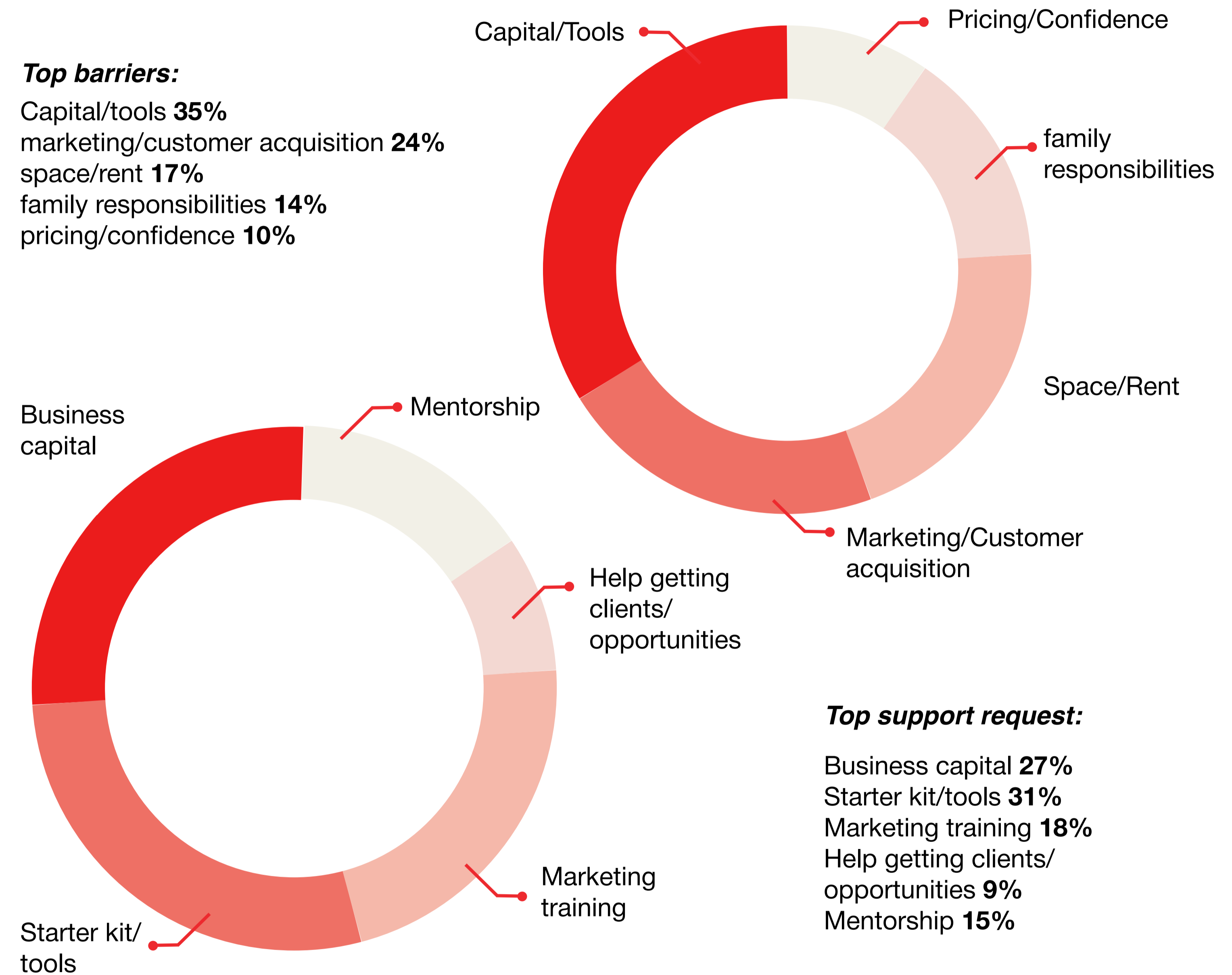


## Social Outcomes: credible changes beyond income

The data suggests that progress is not only economic. Learners report stronger confidence to operate professionally, and the “next constraints” are clear—pointing directly to where partner support has the highest leverage

### Top barriers:

Capital/tools **35%**  
marketing/customer acquisition **24%**  
space/rent **17%**  
family responsibilities **14%**  
pricing/confidence **10%**



### What this means for program design

As more learners become technically capable, the limiting factor shifts from training access to tools, working capital, and customers. The practical inputs that convert skill into sustained earning.

### Tracking improvement note

Income and work outcomes are being strengthened in 2026 through structured alumni follow-ups at 3, 6, and 12 months, so we can report not only initial activation but sustained earnings and growth.



## Stories of Change

# Nobert

## Diploma In Nail Technology

My name is Nobert. I'm a first-year student at the University of Nairobi and a mobile nail technician. I work in the city during the school year and back home during the holidays.

But that wasn't always my story.

But I also knew opportunities like this don't come often. I pushed through the resistance and convinced a small group of us to try: ladies and a few gentlemen, and we took the chance.

I will never forget the first time I entered Lintons Academy. Walking through those glass doors felt like stepping into a different world. The place was clean, professional, and excellent. So excellent that I remember feeling self-conscious about the dust on my clothes and shoes. It wasn't shame, it was awakening.

I realized: there are levels to life, and excellence is a choice you can learn.

At the start of the program, I wasn't fully sure what I would become. But as the training went on, two things happened.

First, my trainers shaped my confidence. Miss Nikki believed in me. She taught in a way that made me feel seen, capable, and challenged. Then Joe Derek proved that a man can thrive professionally in this space. Seeing someone like me doing this work with excellence changed my mindset completely.

Second, I discovered what fits me. The moment I held the tools, the files, and the buffers, I knew nail technology was my lane. It wasn't just about beauty; it was the focus, the detail, the problem-solving. When I work on nails, I enter a state of flow, almost meditative. I'm fully present. I care about quality. I care about growth, and nail technology keeps stretching me. Every day, there's a new milestone. Every mistake teaches me something.

I love learning, and I realized this career rewards learning. I also loved the science behind it: nail health, structure, and even how products work—like acrylics, which used concepts that reminded me of chemistry. That's why today I'm drawn to builder gel, acrylics, and nail design, and especially the side that many clients never get: consultation and guidance. So many people are wearing products without understanding what's happening to their nails. I want to be a technician who doesn't just "do nails," but protects clients and helps them avoid making things worse.

After the course, I went for an internship placement at a spa (at Adam's Arcade). That's where I learned professionalism beyond the skill itself: teamwork, time management, organization, and how to protect a client's dignity by correcting mistakes without embarrassing anyone. My mentor there, Thomas, taught me a huge principle I still carry: be honest. If you can't do something, ask for help. Don't guess on a client.

When I graduated, I began offering mobile services. I started where most people start, with my friends, sometimes for free, because I genuinely loved practicing. Those friends told other friends. Church referrals started. Even my parents became part of my marketing by telling people, "My son is a nail technician."

But I also faced practical barriers. I didn't always have enough products and tools. At times, I had to borrow from another technician and pay them

a commission later. That's why the starter kit support mattered. It helped fill the gap and enabled consistent work.

My first paid client was a stay-at-home mom who came through a referral. Pricing was hard because I was trained in a high-end environment, but back home, people would compare your work to "300 shillings" expectations. I learned to negotiate, build trust, and play the long game. Sometimes I even walked long distances to save transport because I wanted to build a reputation more than I wanted quick profit.

Today, I have around 15–20 active clients. On average, I bring in about KES 3,500 per month from freelancing, and after expenses, I take home about KES 1,500–2,000. That money matters. It helps me cover basics like transport and food so my parents can focus on my younger siblings. For the first time, I'm not just being helped. I'm helping lift the burden.

And I'm thinking bigger.

At university, I'm studying project management, and I'm starting to see that you can apply project thinking to any career, even beauty. I want to build something structured, not just hustle. I want to grow into an entrepreneur, create a physical space, and eventually train others. I want young people in my community, especially those with potential but limited exposure, to see what I've seen: nothing is impossible.

I also know my next level will require technology. My phone is limited, and my marketing is mostly WhatsApp, referrals, and in-person work. But I want to learn digital marketing, content creation, and advanced tech skills to help beauty professionals work smarter.

Because for me, this isn't just a skill. It's a new identity. I now see myself as a young man building self-sufficiency, excellence, and purpose. One client, one lesson, and one opportunity at a time

I grew up in Meru and went to high school in Nakuru. After I finished high school, I came back home and... I was stuck. I wasn't earning an income. I didn't have a skill I could use to support myself. I spent my days helping my parents, volunteering in the community, and teaching Sunday school at church. It was meaningful, but deep down I kept asking myself: What next? How do I build a future with my own hands?

Compassion International has been part of my life since I was a child, supporting my education and walking with me through different stages of growth. But the turning point came when I heard about an opportunity through Peter: a scholarship program connected to Lintons Academy (through Lintons Foundation and Compassion). I was asked to help rally other young people to join.

That's when I met a wall I didn't expect. Convincing young people, especially men, was hard. Many believed beauty work is "for women," and that men shouldn't do nails or makeup. I understood their mindset because I grew up around the same thinking.



# Becky

## Diploma In Skincare

My name is Becky, I'm 19 years old, and I'm the oldest of three siblings. In my home, that comes with financial pressure. I've always been aware that every opportunity I take has to matter, because it affects more than just me.

That's why when I heard about a fully sponsored scholarship through Compassion International in partnership with Lintons Foundation, I didn't hesitate. It was fully funded, and that mattered a lot to me. It meant my mom wouldn't have to struggle to raise fees. It meant I could gain a skill without becoming a burden at home. For my family, that relief was everything.

At Lintons Academy, I enrolled in a diploma in skincare and makeup artistry. At first, I doubted myself because I hadn't studied biology in high school. But my trainer, Miss Nema, created a learning environment that felt safe and supportive. She encouraged questions, and even after class, if I didn't understand something, I could text her, and she would reply or share notes.

Slowly, my fear turned into confidence, and that confidence showed up in my performance. One of my proudest moments was scoring very high marks in my exams after starting out unsure of myself.

After training, I went for an internship, but the beginning was a little disappointing. In the place I was assigned, they didn't offer makeup services the way I expected. If I wanted to practice, I had to bring my own products and clients. Most days, it felt like I was just sitting there and watching other employees work.

But I didn't want to waste the opportunity.

Around that time, I received a makeup starter kit from Uncover as a gift. And my mom helped me buy some additional products I needed. I then started by practicing on myself, the interns, and salon workers who were around me. The environment was full of beauty professionals, so I treated it like a live classroom. I focused on one skill that I knew needed work: eyebrows.

In school, I wasn't confident with eyebrows, so I used that time to improve the practical skills that make a real difference: shaping, shaving with a razor, microblading techniques, applying concealer cleanly, and highlighting the edges properly. I wasn't just trying to be "good." I wanted to be sharp.

That's when my content creation dream came alive.

Even before Lintons, I had always wanted to be a content creator, but I didn't know where to start. At Lintons, I met people who were already filming, editing, and sharing their work online through YouTube. One friend, Chanel, showed me editing techniques, how to remove things from a video, and how to make content look cleaner and more professional. I started learning more on my own too by following creators online and studying how they edit.

That's when I realized content creation is more than posting videos online. It was a platform for visibility and business.

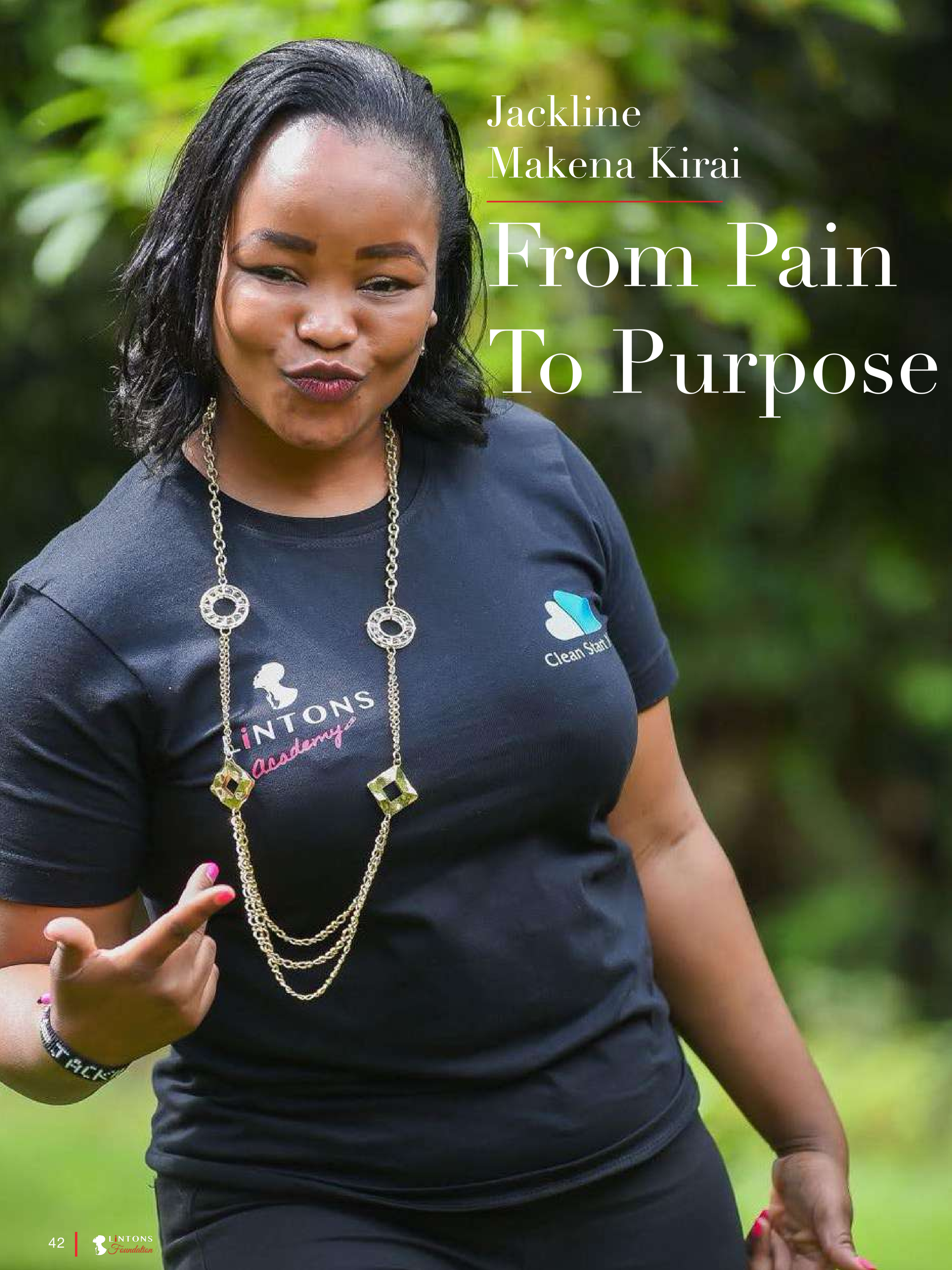
So I started experimenting. Like many young people, I began on TikTok with dancing, then moved to funny videos, and gradually started showing beauty-related content because now I had real skills to

share. I'm still exploring my niche, but I know what I'm building toward: I want to become a creator who works with skincare and beauty brands.

I want to reach a point where I don't have to chase brands; brands look for me, and they pay for visibility. I want to build a life where I can earn from content, from marketing, and from the beauty skills I've developed without depending on my family financially.

Lintons Academy didn't just teach me skincare and makeup.

It gave me confidence, a professional skill set, a learning environment that pushed me, and the courage to take initiative even when things weren't perfect. Now I'm not just dreaming about influence, I'm building the foundation for a future where my skills can support me, my family, and eventually inspire other young women to go after what they want.



Jackline  
Makena Kirai

# From Pain To Purpose

Before prison, Makena was simply a young woman trying to build a modest life for herself. She lived in a relationship she thought would bring stability, but instead it was marked by pain and abuse. That toxic cycle ended tragically one day during a violent confrontation, when her partner lost his life. It was a turning point that led her to prison, where she would spend the next nine years of her life.

Prison was not an easy place for Makena. It stripped away her freedom, her identity, and at times, her hope. “Life inside was tough and demeaning,” she recalls. The harsh language, the strict environment, and the daily routines were unrelenting. Yet in those years, she found herself observing, listening, and learning. One of her most powerful realizations was that every woman behind bars carried a story, often rooted in abuse, toxic relationships, or circumstances beyond their control. It was in prison that she learned resilience, patience, and above all, the value of freedom.

When her release finally came, Makena faced a mix of relief and fear. The world outside had changed, and she was anxious about where she would belong. Though her return home was marked by uncertainty, the kindness of a close friend and the support of Clean Start Africa offered her shelter, essential supplies, and the courage to begin again. “It was emotional,” she says. “I expected stigma and rejection, but instead, I found acceptance in unexpected places. It reminded me that I still belong.”

That acceptance, however, came with limits. Makena still struggles with the silent weight of judgment, knowing that not everyone would embrace her if they knew her past. Yet at Lintons Academy, where she is training, she has found a rare space of non-judgment, growth, and belonging. “Here, people understand me. They don’t see me as my past. They see me as someone with a future.”

With the help and guidance of Clean Start Africa through the UFUNUO program training she undertook while in prison, Makena has been able to rebuild her confidence. She has embraced the tools of self-awareness, healing, and forgiveness. She no longer defines herself by the label of “prisoner,” but by her resilience and her dreams. She now looks forward with determination to growing her salon business in Kangemi, Nairobi, one that not only

offers affordable beauty services but also stands as a symbol of her second chance.

Using training from the Project Management Institute (PMI), Makena carefully crafted a simple yet powerful business plan. She mapped out her “What, Where, When, Why, and How”, a guide to transform her vision into reality. Her plan details affordable services for the Kangemi community, her step-by-step approach to setting up a salon, and the careful financial management she is adopting to make it sustainable. She dreams of a space that is not just a salon but a haven where women can feel valued, beautiful, and respected. It is her heartfelt desire that well-wishers come forth to support her in setting up and starting her salon business upon completing her training at Lintons Academy and this can be done through Clean Start Africa.

For Makena, this business is more than a livelihood. It is a statement of independence, healing, and hope. “I dream of becoming an independent businesswoman,” she says with quiet conviction, “and one day mentoring other women who come from prison.”

Her message to them is simple yet profound: “Do not give up. Even if you have gone through prison or abuse, you can heal, rebuild, and find a new path.”



# Brenda Kamwathi

## Diploma In Hairdressing

My name is Brenda Kamwathi. I'm 28 years old, born and raised in Nairobi, and I'm a trained beauty professional—now running my own salon offering hair, makeup, and nails. But my story didn't start with a salon.

It started with a season where I was trying to keep my life together while carrying big dreams and real financial pressure.

I began my beauty journey in 2016, when I joined university. I was looking for something to do part-time and makeup felt like a natural fit because it had been a childhood inspiration. At first it was just something I could do on the side, but year after year it grew into a deep passion. I taught myself how to do makeup and then I kept building by learning, practicing, and showing up for clients.

Over time, I built my clientele the way many

freelancers do through friends, referrals, weddings, events, and content shared online. In the beginning, I'd make about KES 5,000 a week. Later, I grew to about KES 50,000–70,000 a month from makeup gigs. Weddings offer great pay and I could make up to KES 20,000–30,000 a day for a wedding.

Even with that growth, I still felt stuck.

I wanted to expand my portfolio and serve clients more fully, but I didn't have the money to invest, and I didn't know what the next step should be. For two or three years, I carried the idea in my mind: I need to add hair professionally. As a makeup artist, there were many times a hairdresser didn't show up, or couldn't make it, and I found myself stepping in to do the hair anyway. I knew hair and makeup together would be a powerful combination but I didn't know how to start or how to afford proper training.

Then I saw an ad online on the Lintons Academy page. It was a scholarship for a hair course offered through Hair by L'Oréal. I applied. And when I got the call that I had been selected, it felt like a door had opened at exactly the right time.

When I applied for the scholarship, finances were tough. So when I got the call, it was more than good news. It felt like I had been granted a valuable tool in my hands. This was something I had desired for years, but couldn't reach.

When I joined the program in September 2024, I came in "green" in hair. I knew only simple styles. But the training completely changed how I see the beauty industry. It wasn't just about learning styles, it was understanding the industry, the standards, and the science behind the work.

I learned how to approach hair from a place of professionalism: treatments, technical skills, and product knowledge. One moment that stayed with me was when a L'Oréal color expert looked at my own hair. I had bleached it without fully understanding the damage. He explained what was happening, and then treated it, without cutting it, using L'Oréal products. That moment cemented what I had been learning in class on the power of the correct application of a product.

From the course, I gained real technical skills; things like roller setting, braiding, and chemical application. To this day, I still carry my notes with me because I take the learning seriously. I didn't want to just do hair. I wanted to understand hair.

After the training, I went into apprenticeship at Massi Hair and Beauty, where I worked for nine months, starting as an assistant hair stylist on commission. It wasn't an easy path, but it strengthened me. I

wasn't just building skill; I was building the discipline of a professional.

Today, that training has become a foundation I'm standing on.

I have a registered business and a physical salon space. I'm running this business with my twin sister, which has been a childhood dream for us. We've had support from family and friends on all fronts and we're building something we're proud of.

Success for me now looks like this: I'm no longer only a makeup artist. I'm a multi-skilled beauty professional. I have the capability to serve clients more completely, I've grown in confidence, and I have income that can support me and my young family.

But I also know the journey doesn't end with me.

My desire is to give back by teaching hair and makeup skills to women who can't afford college or institutional fees. I want to pass on what I've learned, so others can gain dignity, independence, and income.

And if I could leave one message for a young woman who is uncertain, afraid, or starting from nothing, it's the same principle I'm living by this year: Do it scared anyway.



# Jacobet Mwendé Kiio

## Diploma In Hairdressing

I would like to express my heartfelt gratitude for the incredible opportunity I was given to undertake this course. This certificate from the Lintons Academy, courtesy of Clean Start Africa, is not just a qualification; it's the only one I have, and it means the world to me. Personally, it has brought a renewed sense of pride, and professionally, I have gained invaluable skills and the confidence to serve clients with excellence.

Before getting this opportunity from Clean Start Africa, I often found myself asking for any kind of job. Anything that could keep me going. But today, I stand with a skill I've mastered, a career path I am proud of, and a focus that keeps me grounded. I no longer feel lost or unsure; I have something of my own that I can build on.

Having completed this journey at the Academy, my hope is to secure a job where I can put all my skills into practice and truly transform my financial situation. I look forward to a future where I can be self-reliant and make meaningful contributions to society. To those who made this possible, thank you. This opportunity

has given me hope, renewed my belief in myself, and reminded me that my future doesn't have to be bleak. It is, without a doubt, one of the greatest gifts I have ever received.

I am committed to making the most of this chance, not just for myself, but so I can extend the same kindness to others that you've shown me.

With all my heart, thank you. I will do my best to be a better version of myself and to make a difference wherever I go.



# Hannah Nyamburah

## Diploma In Hairdressing

Receiving this scholarship was one of the most transformative experiences of my life. Personally, it has boosted my confidence and renewed my sense of purpose. Knowing that a reputable institution believes in my potential has encouraged me to believe in myself again.

Professionally, this opportunity has opened doors to top-tier training in the beauty industry. I have gained valuable skills and knowledge that will help me excel not only as a stylist but also as a future entrepreneur. It has also allowed me to connect with industry professionals and fellow students who are just as passionate, helping me grow and expand my vision for what's possible.

The challenges are still there, especially financially, but I hold on to hope. This scholarship reminds me that better days are coming and that I am not alone in this journey.

Looking ahead, I plan to expand my presence on social media, especially on TikTok, to showcase my work, share helpful tips, and connect with a broader audience. Ultimately, my goal is to use my skills to uplift others, build a sustainable career, and create job opportunities within my community.

To the people and organizations that made this scholarship possible, Clean Start Africa and Lintons Academy, I want to say a heartfelt thank you. Your support means more than words can express. You have planted a seed of possibility in me, and I promise to nurture it, grow, and one day pay it forward. Thank you for believing in my dreams,



# Joyce Mugure

## Diploma In Hairdressing

I grew up in Dandora in Nairobi, and life was not easy. After high school, I faced many challenges and had to find ways to survive and support myself. I did different kinds of work, including being a house help and selling small items, because college felt out of reach. At the same time, I could see a real gap in my community. Many women did not have access to proper hair care knowledge, and I saw how often hair was damaged because of the wrong techniques and lack of professional guidance. That stayed with me and made me want something different for my future.

My turning point came through the Teenage Moms Foundation, where I met people who believed in me and helped connect me to an opportunity that changed my life. Through their support, and with a scholarship from Royale, I was able to join Lintons Academy. I was incredibly excited because, for the first time, I could see a real path forward. I was not just learning a skill. I was being given a chance to build a profession, restore my confidence, and imagine a more stable future for myself and my family.

At Lintons Academy, I discovered that hairdressing was far more than I had imagined. It was not just about plaiting hair. It was about technique, professionalism, client care, product knowledge, and understanding healthy hair and scalp treatment. I still remember the moment I first held a tong and successfully created curls after watching my teacher demonstrate it. That moment gave me confidence and made me realise that I could do this. I could become excellent in this field. The Academy exposed me to new equipment, new products, and a much higher standard of training than I had ever seen before.

My apprenticeship at Spritz Hair Studio was another major step in my journey. It gave me the chance to observe experienced stylists, learn how to serve clients professionally, and understand what excellence looks like in a real salon environment. Over time, I grew in skill and confidence, and today I work at Spritz Hair Studio as a stylist. I now manage my own clients, make my own bookings, and set appointments independently. That transformation means a lot to me because it has given me not only employment, but dignity and financial stability. I am now able to earn more than KSh 35,000 to 40,000, which has made a meaningful difference in supporting my daughter, my family, and myself.

What has also stayed with me is the importance of building trust with clients. Many of my clients begin as walk-ins, but I focus on listening carefully, understanding their hair history, and helping them start a healthy hair journey. That has helped me build loyalty and turn first-time visits into regular appointments. It has shown me that this work is not only about beauty, but also about care, trust, and long-term transformation.

When I think about the future, I do not only think about myself. I think about the girls and young women who are where I once was. In the next two to three years, I hope to introduce a hairdressing course at the Teenage Moms Foundation so that more young women can access vocational skills, employment, and hope. I want others to know that their circumstances do not have to define them.

My story is proof that when donors invest in scholarships, quality training, and pathways into employment, they are not only helping one student learn a skill. They are helping a young woman rebuild her confidence, support her family, and become a source of change in her community. I am where I am today because someone believed in me, and that belief has changed the course of my life.

# Partners & Ecosystem

## Partners who made the work possible

We use the term “partner” intentionally because these relationships are not transactional. They are strategic, outcomes-driven, and built around real opportunities for youth and women. When we called, you answered. **Thank you for your support!**



Training and Certification partners included NITA, TVET and ICM

Apprenticeship & Placement ecosystem			
Lintons Beauty World Westgate	Lintons Spa and Hair Studio Westlands	Lintons Spa and Hair Studio Junction Mall	Lintons Beauty World Retail Stores
Urban Hair Studio	Sultana spa & Hammam (Nyali)	LADIES AND LORDS	Flawless Salon
Crystal Crew Salon and Spa	Panellah's queensroom (Mtwapa)	Medigah London Hair	Magic Barber Shop
Lintons Spa Junction Mall	Nessa salon (Mazeras)	Spritz Hair studio	Mayas Salon
Bold and Beautiful Imara Mall	Lured salon (Posta Mombasa)	Headstart by Aisha	Smart Choice Salon
Manabu Hair Salon and Beauty Bar	Aunty Leno's Parlour \$ Spa	Krystal by Krystal	The Office Cuty Barber Shop
Shekilah Touches (Spendid Mombasa)	The Clancy Clippers Salon	Wells Salon & Spa	Al-ausy Glamour & Beauty
Elegance beauty salon and nails spa	Just Barbie Ukunda	Links Beauty Parlour	Quins Beauty Salon
Shimmer exotic beauty parlour	Freelancer (Make up)	POSH PALACE	Uzuri Wellness Spa
Al'ubeidy beauty parlour	Trendset beauty glam	Blossom salon	Kimenyi Nail Parlour
Yves Rocher (Citymall, Nyali)	Famous cuts (Nyali)	Nelly's beauty	Zuria Beauty Lounge
Studio Express Nail Parlour	His & Hers Spa	True Cosmetics	Fatma's Salon
Monica's Palour & Dreadlocks	Sassy Beauty Palour	Sam's beauty salon	Asmara Beauty Parlour
Zidi salon & spa	Beauty Treats & Cosmetics	Zeenat Beauty Solutions	LIQ Salon Ltd
Renewing Wellness Spa	The Office Cuty Barber Shop	City Looks Barber Shop	The Empire House 23 Beauty Parlour
Nunmas Beauty Spa & Collection	Vannette Eve Wigs Beauty Parlour	Swag 001 Beauty & Hair Parlour	Bella Chic Salon & Spa
Woolworths Beauty	Rough culture (Likoni Mtongwe)	Evashyn Salon	Grays Hair Studio

Apprenticeship & Placement ecosystem			
Blue Scent	Amani Spa	Melah Spa	Elora Hair Spa
Vivo	Hair point Ke	Vel Mmor	Mayas Salon
Iconic Hair spa	Paul Styles	Kims Beauty	Lush by Tah
Bareglow	Theias		

Community ecosystem			
Teenage Mums Empowerment	Compassion International	KCB Foundation	Urban Hair Studio
Lintons Academy Alumni	Clean Start Community	Zero Street Kids	Youth Groups
Church Groups	Kenya Union of Hair and Beauty Workers	Shofco - Shining Hope For ommunities	Mirror of Hope
Friends of Lintons - Referrals	ORAM		



# Monitoring Evaluation & Learning

## How we track progress - and improve outcomes

Sponsorship truly transforms lives—and the clear evidence is the impressive speed at which our students transition into employment right from their internships. As a Beauty Therapy Trainer, I continually receive calls from employers and our graduates highlighting how exceptionally well-prepared they are for the real-world demands of the active job market. This consistent positive feedback reaffirms the strength and effectiveness of our partnership with Lintons Foundation, delivering tangible, high-impact results for the young professionals we serve together.

*Andy Nicole*  
Lintons Academy

Lintons Foundation uses Monitoring, Evaluation, and Learning (M&E) to track how training translates into real economic opportunity for youth and women. Our M&E approach focuses on both program delivery and long-term outcomes, ensuring that we measure not only how many learners are reached but also whether they gain market-ready skills, complete training successfully, transition into internships, secure employment, start businesses, and improve their income and confidence.

At the input and activity level, we track key operational data such as outreach, applications, enrollment, attendance, retention, training completion, internship placement, mentorship, and toolkit distribution. At the outcome level, we monitor changes in technical competence, workplace readiness, confidence, entrepreneurship capacity, job placement, business start-up, and income growth.

This helps us understand whether our BeautyPathways and Hair by L'Oréal programs are delivering dignified and sustainable livelihood opportunities.

Our M&E system combines quantitative and qualitative methods. We collect learner data at onboarding, during training, at graduation, and through post-training follow-up periods. This includes beneficiary profiles, vulnerability markers, attendance records, assessment results, internship tracking, placement data, employer feedback, and, where possible, income progression. We also capture human stories through testimonials, alumni case studies, and partner feedback to better understand the program's deeper personal and social impact. We are particularly focused on measuring outcomes for vulnerable groups, including low-income youth, single mothers, refugees and displaced learners, school dropouts, survivors of

violence, and women rebuilding their livelihoods after crisis or exclusion. Our M&E framework, therefore, looks beyond completion numbers to examine inclusion, access, resilience, and economic mobility.

Learning is a core part of the framework. Data collected is used to improve curriculum design, strengthen learner support, refine internship and employer partnerships, and inform fundraising, reporting, and strategic growth. Through this approach, Lintons Foundation aims to build an evidence-based model that demonstrates how beauty and creative-sector training can serve as a powerful pathway to employment, entrepreneurship, and dignified work for underserved communities.

### Key M&E Areas Tracked

- Beneficiary reach and vulnerability profile
- Enrolment, attendance, retention, and completion
- Skills acquisition and assessment performance
- Internship and apprenticeship placements
- Employment, self-employment, and business start-up outcomes
- Income improvement and livelihood stability
- Employer satisfaction and workplace readiness
- Alumni stories, learner confidence, and social impact

# 2026 Priorities

## The Next Chapter: Scale With Outcomes

By 2030, our goal is to train **100,000** African youth and women and youth into certified, employer-ready professionals and micro-entrepreneurs in the Afro-Beauty sector. In 2026, our focus is simple: scale access without losing quality, and strengthen the last mile so training consistently becomes income.

**Priority 1: Scale Access to Quality Training**  
In 2026, we will expand scholarships and cohort capacity across our core pathways while protecting the standards that make outcomes possible. This includes strengthening learner selection, wrap-around support (tools, transport facilitation).

**Priority 2: Strengthen Employment, Apprenticeship & Income Outcomes**  
Our priority is livelihoods, not just graduation. In 2026 we will deepen employer engagement, formalise apprenticeship and placement pathways, and improve post-training support so graduates transition faster and more consistently into internships, apprenticeships, jobs, and sustainable self-employment.

**Priority 3: Build Stronger Partnerships & Impact Systems**  
To scale responsibly, we must strengthen the systems behind the work. In 2026, we will invest in impact measurement, partner reporting, alumni tracking at 3, 6, and 12 months, and storytelling that reflects outcomes with integrity. We will also strengthen governance and partner engagement to give clear visibility into what your support enables.

# Join Us In 2026

If your organisation is committed to women's economic empowerment, youth employment, and dignified work pathways, we invite you to partner with Lintons Foundation in 2026.

**We have a proven model.** 94% of our graduates are earning within 3–6 months of training. Our cost per placed graduate ranges from USD 550 to USD 1,200 — among the most efficient vocational training investments in the region.

## Ways To Partner

### 01 Sponsor a Learner

USD 550 (Beauty) | USD 1,200 (Hair)  
Training + certification + placement support + starter tools where needed

### 02 Sponsor a Cohort

From USD 27,500 Cohort delivery, assessments, employer engagement, and reporting

### 03 Strengthen The Last Mile

From USD 10,000 Kits/tools, transport support, apprenticeships, and employer-matching

### 04 Strengthen Measurement

From USD 15,000 3/6/12-month alumni tracking to report sustained work and income outcomes

### 05 Power a Participant

USD 100 to fund the essentials one learner needs to begin; starter kit, transport, or certification

*To discuss a partnership, contact us at: [INSERT CONTACT DETAILS]*

*Together, we can scale what works, expand access to quality training, strengthen placements and income outcomes, and build the systems needed to deliver measurable impact at a larger scale. Let's build the next cohort and the next chapter together.*

# Appendix

WEF – Future of Jobs Report 2025 (PDF):

[https://reports.weforum.org/docs/WEF\\_Future\\_of\\_Jobs\\_Report\\_2025.pdf](https://reports.weforum.org/docs/WEF_Future_of_Jobs_Report_2025.pdf)

WEF – Report landing page:

<https://www.weforum.org/publications/the-future-of-jobs-report-2025/>

“The State of Influencer Marketing in East Africa” (Wowzi x Baraza Media Lab PDF):

<https://barazalab.com/wp-content/uploads/2025/02/The-State-of-Influencer-Marketing-in-East-Africa.pdf>

ILO Brief (Kenya beauty sector):

[https://www.ilo.org/sites/default/files/2025-09/V4%20Final\\_Beauty%20Sector%20Brief\\_2025.pdf](https://www.ilo.org/sites/default/files/2025-09/V4%20Final_Beauty%20Sector%20Brief_2025.pdf)

ILO publication page:

<https://www.ilo.org/publications/embracing-innovation-and-inclusion-strengthening-kenya%E2%80%99s-beauty-sector-host>

Youth bulge brief:

<https://ncpd.go.ke/wp-content/uploads/2021/02/Brief-56-YOUTH-BULGE-IN-KENYA-A-BLEESING-OF-A-CURSE.pdf>

2019 Kenya population and housing census analytical report on youth and adolescents:

[https://www.knbs.or.ke/wp-content/uploads/2024/05/2019-Kenya-population-and-Housing-Census-Analytical-Report-on-Youth-and-AdolescentsVol.XII\\_.pdf](https://www.knbs.or.ke/wp-content/uploads/2024/05/2019-Kenya-population-and-Housing-Census-Analytical-Report-on-Youth-and-AdolescentsVol.XII_.pdf)

Kenya beauty Industry Revenue and growth metrics:

<https://beautymatter.com/articles/why-kenya-is-east-africas-powerhouse>

2025 Economic survey:

<https://www.knbs.or.ke/wp-content/uploads/2025/05/2025-Economic-Survey.pdf>

Skills and occupations:

[https://www.labourmarket.go.ke/media/resources/SKILLS\\_AND\\_OCCUPATIONS.pdf](https://www.labourmarket.go.ke/media/resources/SKILLS_AND_OCCUPATIONS.pdf)

2023 Economic survey:

<https://africacheck.org/sites/default/files/media/documents/2023-12/Data%20on%20Employment%20-Economic%20Survey%202023.pdf>