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From Lagos to Ijebu-Ode, London to California: How One Grandmother's Wisdom Became Èsín, **Luxury Skincare Designed for Busy Lifestyles Without Compromising Results**

ANTIOCH, CA – September 14, 2026 — In the Yoruba language, Èsín (pronounced *E-SHIN*) evokes the spirit of the White Horse—a symbol of a destiny that cannot be changed and a grace that cannot be diminished.

For founder **Dupeola Badejo-Olayinka**, Èsín represents a journey that began in Lagos, Nigeria, was deeply shaped by the wisdom of her grandmother in Ijebu-Ode, expanded through her professional journey in London, and ultimately came to life in California.

It is a journey of heritage, resilience, expertise, purpose, and faith.

It Began With a Little Girl in Lagos

The story of Èsín did not begin in a laboratory or a marketplace.

It began in Lagos with a little girl who was struggling to feel confident in her own skin.

After returning home from school one day in tears because of skin insecurities that made her feel different, Dupeola's father comforted her with words she would never forget:

“Mama Koko is here visiting from Ijebu-Ode.”

Those words would change the course of her life.

Mama Koko, Dupeola's beloved grandmother, traveled from Ijebu-Ode, Ogun State, in Southwestern Nigeria. She was a respected herbal healer, businesswoman, and pillar of her community who operated her store at Odo Egbo Market.

Her presence in the market was so deeply respected that when Odo Egbo Market underwent renovation, her place was left standing until after her passing at the remarkable age of 102, before the renovation was completed.

For generations, she shared her knowledge of traditional African botanicals while caring for the people around her with wisdom, kindness, and compassion.

But what Mama Koko gave her granddaughter went far beyond knowledge of plants.

She taught Dupeola that beauty was never about correcting who you are.

She taught her confidence. Self-respect. Authenticity. She taught her to be true to herself and to understand that caring for your skin could be an act of love and respect rather than an attempt to become someone else.

Those lessons stayed with Dupeola.

From Ijebu-Ode to London

What began as a personal experience gradually became a professional calling.

Dupeola's own experience with skin insecurity allowed her to understand something she would encounter repeatedly throughout her career: behind many skincare concerns is a person who simply wants to feel comfortable and confident in their own skin.

Through her years working with people and listening to their stories, she saw that insecurity does not belong to one complexion, one gender, one age, or one culture.

She could relate to them because she had been that little girl.

That connection became an important part of the way she approached skincare.

Her journey eventually led her to London, where she pursued professional beauty and holistic therapy training and developed extensive experience within the luxury beauty industry. She later became a licensed esthetician in California and a skincare educator.

Through those experiences, Dupeola brought together professional skincare knowledge, hands-on experience, and the botanical wisdom passed down from Mama Koko.

London to California: The Birth of Èsín

Èsín was born from that combination of heritage and experience.

Dupeola wanted to create skincare that reflected what she had learned throughout her journey: that effective skincare should care for the skin while also respecting the person wearing it.

She wanted products that could deliver a high-performance experience without creating another source of overwhelm for people living busy lives.

And she wanted the experience to feel luxurious.

Today, Èsín brings together ancestral African botanical traditions and modern skincare science to create intentional skincare rituals designed for modern lifestyles.

The brand's hero formulations, including the **Niyi Face Oil** and **Bullet Mask**, are thoughtfully formulated around purposeful skincare rather than complicated routines.

Proudly handcrafted in California, Èsín formulations incorporate carefully selected botanicals chosen for their functional and sensory qualities, including:

- **Turmeric Root** — valued for its antioxidant properties and its role in supporting a brighter, more even-looking complexion.
- **Hyssop** — a botanical traditionally valued for its purifying and soothing qualities.
- **The Signature Adaobi Complex™** — Èsín's proprietary botanical complex developed to support the appearance of radiant, healthy-looking skin and skin elasticity.

Skin Is Skin

At the heart of Èsín is a simple belief:

Skin is Skin.

There is no specific culture being targeted, because at Èsín, skin is skin.

Every complexion deserves to be respected, nourished, protected, and celebrated.

Èsín creates skincare for **all skin types, all genders, all ages, and all needs**, because healthy-looking skin has no boundaries.

For Dupeola, this philosophy is deeply personal.

As a young girl, she knew what it felt like to look at her own skin and wonder if being different meant something was wrong.

As a professional, she has listened to countless people share their own concerns, frustrations, and insecurities.

Those experiences shaped the woman who created Èsín.

She does not want people to feel that they have to change who they are to feel beautiful.

She wants them to feel confident caring for the skin they already have.

A Journey Built on Faith and Purpose

The road to building Èsín has not always been easy.

Dupeola has experienced failure, criticism, rejection, uncertainty, and challenges that tested her faith and determination. But each experience became a lesson rather than a reason to stop.

Her faith has remained central to the journey.

Today, she sees Èsín not simply as a business she created, but as a purpose she has been entrusted to carry forward.

As a Black female founder, licensed esthetician, holistic therapist, skincare educator, and beauty industry professional, Dupeola is committed to building a brand rooted in authenticity, integrity, quality, and service.

More Than Skincare

For Dupeola, Èsín is more than a skincare brand.

It is the continuation of something Mama Koko started long before there was a brand, a product, or a name.

It is the wisdom of a grandmother carried from **Ijebu-Ode to Lagos, from Lagos to London, and from London to California.**

It is ancestral knowledge meeting modern expertise.

It is the belief that beauty begins within your heart and soul.

And it is a reminder that we do not have to lose where we came from to move forward.

As an African woman, Dupeola is honored to have developed skincare that Mama Koko would be proud of.

Èsín is heritage. Expertise. Modern Skincare. Intentional Luxury.

And above all:

Skin is Skin.

As Dupeola often says:

“The only thing you can do is be true to yourself and stand for something beautiful.”

Luxury skincare designed for busy lifestyles without compromising results.

About Èsín

Èsín is a universal luxury skincare house handcrafted in California, bringing together ancestral African botanical traditions and modern skincare science. Founded by licensed esthetician, holistic therapist, and skincare educator **Dupeola Badejo-Olayinka**, Èsín creates thoughtfully formulated skincare rituals designed to honor every complexion, gender, age, and lifestyle.

Guided by the philosophy “**Skin is Skin**,” Èsín believes skincare should nourish, protect, and celebrate the skin rather than define beauty by the need to change it.

For more information, visit esinskincare.com and follow [Èsín Skincare on Instagram](#).@esinbydupeola youtube,

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