

Triana Shaw

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Triana Shaw is a Seneca HELIX Entrepreneur and founder of Plushura, a skincare venture that was born with the mission of demystifying skincare with adaptogens and vegan actives that care for the whole self – body, mind and spirit. In honoring the connection between skin and well-being, all products integrate a mindful intention, from affirming mantras to recommended rituals designed to turn skincare into a moment of celebration. Ms. Shaw cites Daymond John, Black American entrepreneur from the television show *Shark Tank*, as a personal inspiration in entrepreneurship.

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