

FULL  
BLOODED  
ÎJÈBÚ  
(FBI)

ISSUE 013

HERITAGE ELEGANCE SERIES

**OLUWANIFEMI  
FAGBOHUN**

"NIFFY" | GLOBAL BEAUTY &  
WELLNESS CONSULTANT | BRAND  
STRATEGIST | AUTHOR & PUBLIC  
SPEAKER | CULTURAL AMBASSADOR  
| BEAUTY INNOVATOR |  
COMMUNITY BUILDER

## FROM THE HERITAGE DESK

### **Global Excellence, Rooted in Heritage**

Oluwanifemi Fagbohun (nee Showole) stands as a testament to how Ìjẹ̀bú heritage travels beyond borders to create global impact.

From engineering foundations to beauty entrepreneurship, her journey exemplifies the innovative spirit of our people.

As founder of Niffy Signature, Montreal Vendors, and the Niffy Wellness Foundation, she has empowered over 15,000 women with sustainable beauty solutions and supported over 35,000 entrepreneurs worldwide.

Her commitment to ethical leadership and cultural ambassadorship proves that heritage is not just preserved but propagated through excellence. Full Blooded Ìjẹ̀bú..

**Full Blooded Ìjẹ̀bú.**

## ABOUT

Oluwanifemi Fagbohun (Niffy) is an internationally trained Chemical and Polymer Engineer, multi-award-winning entrepreneur, global beauty consultant, five-time best-selling author, conscious beauty brand founder, brand development strategist, cultural ambassador, and community builder. Recognized among the Top 100 Black Women of Excellence to Watch in Canada (2023) and is a two-time recipient of the Canadian Choice Awards for Health and Beauty (2024 & 2025), honoring her impact in the global beauty, health, and wellness industries.

She is the founder of Niffy Signature, a conscious beauty brand promoting vegan and cruelty-free makeup products; Montreal Vendors, a thriving business community of 17,000+ entrepreneurs; and the Niffy Wellness Foundation, which champions beauty safety and ethical beauty practices.

She has empowered over 15,000 women with sustainable beauty solutions and supported more than 35,000 entrepreneurs worldwide with business development guidance. Serves on leadership boards and also mentors Montreal's Black youths, nurturing the next generation of changemakers

She enjoys reading, networking, and brings her love for music alive through singing and playing the piano.

## THE JOURNEY

From her early years in Nigeria to becoming a global entrepreneur in Canada, she has navigated the worlds of engineering, beauty, and business with one goal—building bridges between culture and commerce.

Her career began in engineering, working in industries such as oil and gas, petrochemicals, and banking, before transitioning into the beauty and business development sectors. This shift allowed her to merge her technical expertise with her passion for empowering people and creating sustainable solutions.

Whether through beauty products that uphold health standards or platforms that empower small businesses, she carries the Ìjẹ̀bú spirit of industriousness and excellence everywhere she goes.



NIFEMI  
FAGBOHUN

## VISION AND LEGACY

"My vision is to position African excellence, starting with the Ìjẹ̀bù heritage—as a global standard in creativity, entrepreneurship, and ethical leadership. I want to see the Ìjẹ̀bù story celebrated on world stages, not only for our rich cultural pride but also for our contributions to business, innovation, and leadership. My legacy will be one of empowerment, bridging traditional values with modern excellence, and ensuring our stories, skills, and spirit inspire generations to rise, innovate, and lead with integrity."

## **BUSINESS & CULTURAL IMPACT**

Through her businesses and non-profit work, Niffy has created platforms for women, entrepreneurs, and creatives to thrive.

She has championed safe, ethical beauty practices that protect both people and the planet, inspired women to lead confidently, and contributed to the global visibility of African, and by extension, ìjẹbú-excellence.

Her initiatives have fostered economic empowerment, mentorship, and cross-cultural connections in Canada, Nigeria, Australia, USA, UK and beyond.

She takes pride in representing her heritage in every room she steps into, showing that the ìjẹbú spirit of excellence can flourish in business, community, and cultural advocacy worldwide.



**"Culture is the soul of a people; without it, identity fades. It is not just where we come from, but the compass that guides where we are going. I carry my Ìjẹ̀bú heritage as my crown, wherever in the world I stand."**

- Nifemi Fagbohun

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## THE CALL

Let us wear our heritage boldly, teach it to our children, and infuse it into everything we create.

Our culture is our competitive advantage, let's preserve it, celebrate it, and share the Ìjẹ̀bú spirit with the world in its full glory.

To every Ìjẹ̀bú son and daughter: carry our heritage as a badge of honour, not just in festivals, academic and industrial achievements, or fashion, but in our daily excellence, our leadership, and the legacy we leave behind.

Let us preserve our stories and pass them on with dignity, embodying our culture in our lives, businesses, and the way we uplift one another.

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BY  
**TIMI ADEGUNWA**

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This profile is part of our ongoing series celebrating Ìjèbú heritage worldwide. To feature your profile or nominate someone for our Heritage Elegance Series, contact us at [fbi@fullbloodedijebu.com](mailto:fbi@fullbloodedijebu.com)