

DN

Profile

TSU ALUMNA

# Aris Singleton

## Becomes youngest CEO of national hair care brand

By Laura Onyeneho

Aris Singleton is a dynamic business-woman who has etched her name in history as the youngest CEO at the helm of the leading textured hair care brand, Thank God It's Natural (tgin).

This brand is sold in several national and international retailers, including Walmart, Ulta Beauty, Whole Foods, Sally Beauty, Whole Foods, CVS, Target, and others.

The Texas Southern University (TSU) alumna credits her growth to her aunt, the late tgin founder Chris-Tia Donaldson.

Singleton has honed her skills in several departments since its launch in 2009, shaping the brand's trajectory into a steady multi-million-dollar global powerhouse. Singleton's prowess, fortified by her degree in finance, has been instrumental in elevating tgin to its current status as a force to be reckoned with in the beauty industry.

More than a brand, tgin is a cultural phenomenon – a movement championing the diverse beauty of natural hair. As the torchbearer of this legacy, Singleton oversees a thriving business and

continues the impactful work initiated by her late aunt.

Donaldson, a visionary in her own right, not only created products addressing the needs of textured hair but also authored the groundbreaking book, "Thank God I'm Natural: The Ultimate Guide to Caring for and Maintaining Natural Hair." Even in the face of a personal health battle with cancer, Donaldson's commitment to community support materialized through the tgin Foundation, an organization advocating for women's health and offering support to those undergoing breast cancer treatment.

Inheriting this legacy, Singleton steers tgin as a brand dedicated to hair care and community impact. The Defender spoke with the CEO to learn about her preparation for her transition into leadership, the lessons she's learned, and what the future holds for the company.

**DEFENDER: Can you share more about your personal journey to becoming tgin's CEO?**

**Singleton:** I worked for my aunt Chris-Tia Donaldson, who founded the company, and I came to work for her. It was only supposed to be three months. I was finishing up my last semester at Texas Southern University. I needed the job, and she needed the help, so it worked. I ended up staying. When she passed, it had been four and a half years. I finished my degree and started as a junior finance manager. She had me dabble in different departments when she was alive, from fiancé to operations. I had no clue Chris-Tia

was exposing me to the ins and outs of the business. Honestly, I didn't want to become the CEO. That was something I had never dreamed of. I wanted to go into consulting, maybe work in finance or Deloitte. It was a tough transition when I realized I was becoming CEO after she passed because I didn't feel equipped to be CEO of a multimillion-dollar organization. Now, I got it.

**DEFENDER: How has your experience at TSU influenced your career?**

**Singleton:** I started off at Michigan State University. I was in their pre-law program. It wasn't a good fit for me, nor was the school. I really wanted to go to an HBCU, but I lived in Michigan, and there were no HBCUs. When the opportunity presented itself, I moved to Houston in 2013. My dad took me to the Texas Southern University campus, and I immediately fell in love. My school counselor had an impact on me going into business. She helped me get on track.

**DEFENDER: What drives and inspires you in your professional journey?**

**Singleton:** I love to see Black people win. As the youngest CEO, our core consumers are my age, between the ages of 27 and 40 plus. I hear back from our consumers and hear them say, "Wow, she is us." That inspires me to really keep going and answering the needs of Black women. In the hair care space, our hair is often critiqued. There are products that are not safe for our hair. Being able to answer the needs is what keeps me going.



The Black beauty space is small in terms of owners. The founders of a lot of these companies, like my competitors, built it. I didn't build this. I went to school and entered into corporate with the goal of becoming a CEO."

ARIS SINGLETON

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Anyone knowing the whereabouts of ALVINNEKKA FREEMONT last known address 12345 BOB WHITE DRIVE, APT 803, HOUSTON, TX 77035, please contact Attorney Kourtnee Jones at 318-801-2572.

I, Ryan Fantaleo Delaire the Co-trustee being duly sworn, do hereby under oath that the names of all persons interested in the business or profession carried on under the names, NOYE CAPITAL ONE EXPRESS TRUST d/b/a RYAN DELAIRE NOYE CAPITAL ONE EXPRESS TRUST d/b/a DELAIRE, RYAN NOYE CAPITAL ONE EXPRESS TRUST d/b/a RYAN F DELAIRE NOYE CAPITAL ONE EXPRESS TRUST d/b/a DELAIRE INVESTMENTS NOYE CAPITAL ONE EXPRESS TRUST d/b/a NOYE CAPITAL ONE EXPRESS TRUST ENTERPRISES NOYE CAPITAL ONE EXPRESS TRUST ENTERPRISES d/b/a RYAN FANTALEO DELAIRE NOYE CAPITAL ONE EXPRESS TRUST ENTERPRISES d/b/a DELAIRE INVESTMENTS I intend to register said names with the Texas Secretary of State, in accordance with provisions of named statutes 5.051 and 2022 BOC