

A portrait of Alexis Gwyn, a Black woman with short, curly dark hair, wearing black-rimmed glasses and a black top. She is smiling and holding a black vintage-style camera with a gold ring on her finger, pointing it towards the viewer. The background is plain white.

ALEXIS GWYN

— media **kit**

speaker - educator - entrepreneur



ABOUT ALEXIS

Alexis Gwyn is the founder and owner of The Phairmacy Salon, a premier natural hair salon based in Raleigh, North Carolina. A licensed cosmetologist with years of experience, Alexis is passionate about cultivating and maintaining healthy hair, especially for women who embrace their natural texture.

Her love for short natural hair runs deep, not just for the aesthetic, but for the confidence it inspires in every client. Over the years, one concern kept surfacing from her clientele: how to maintain a salon-fresh look, especially when living an active lifestyle. In response, Alexis launched The Phairmacy, a space rooted in education, empowerment, and expert care for natural hair.

At The Phairmacy, Alexis partners with each client to achieve their ideal cut and style, all while prioritizing the health and manageability of their hair. Her work reflects a deep commitment to making natural hair not only look good, but thrive.

SPEAKING TOPICS

SIGNATURE TALK

CUT IT!: THE POWER OF NICHING DOWN IN BUSINESS

In this bold and transformational talk, Alexis Gwyn empowers creatives, service pros, and entrepreneurs to stop doing it all and start standing out. Through her C.U.T. I.T. framework, she helps audiences release distractions, clarify their niche, and own their unique genius. With audience participation and live hair cutting on stage, this isn't just a keynote. It is a powerful moment of release and realignment for anyone ready to lead with purpose and position themselves as the go-to expert.

Key takeaways:

- Learn how to cut the noise and focus on what actually grows your brand. Attendees will walk away with clarity on their niche and the confidence to own their expertise.
- Discover how strategic positioning leads to better clients and sustainable growth. No more overextending—just aligned success.
- Experience a powerful mindset shift through an unforgettable live moment. This talk isn't just informative, it's transformational, with interactive elements that create lasting impact.



If you are interested in custom keynote speeches, a series, or a tour focused on personal branding, confidence, entrepreneurship, or elevating the beauty and service-based industries, please email us at alexis@thepharmacysalon.com.

SPEAKING TOPICS

ADDITIONAL TALKS

MILLION DOLLAR CHAIR: HOW TO BUILD A PREMIUM BUSINESS TO ATTRACT HIGH-VALUE CLIENTS

Through a powerful visual demonstration, Alexis Gwyn shows entrepreneurs how branding, client experience, and presentation directly impact perceived value. This talk challenges beauty and service-based business owners to stop underselling, elevate their presence, and confidently position themselves to attract premium clients.

Key takeaways:

- Understand how perception shapes profit. Attendees will learn how branding, environment, and presentation influence what clients are willing to pay.
- Discover what it really takes to attract high-value clients. This talk equips entrepreneurs to position themselves as premium service providers through intentional upgrades to their experience and messaging.
- Learn to stop playing small and start pricing with confidence. Alexis helps business owners break free from undercharging and step into the elevated version of their brand and business.

STILL HERE: SAVED FROM SHAME, PRESERVED FOR PURPOSE

In this raw, heartfelt, and transformational talk, Alexis Gwyn takes the audience on a journey through survival, surrender, and supernatural grace. With transparency and power, she shares how hair became her sanctuary, how motherhood shifted her identity, and how she navigated the hidden battles of addiction, depression, and divorce—all while building a life of purpose.

Key takeaways:

- A step-by-step framework to move from survival mode to transformation using the S.A.V.E.D. method.
- Clarity on how to recognize and replace shame-based thinking with conviction and truth.
- Space for honest self-reflection to identify what's been numbing or distracting you from purpose.
- A powerful live release moment that turns emotional weight into freedom and helps attendees walk away lighter, bolder, and more aligned.

DEMOGRAPHIC

BREAKDOWN

112K
FOLLOWERS



OVERVIEW

95%

WOMEN

\$60-\$120K

INCOME

35-54

AGE RANGE

40+

KEY AGES

TOP CITIES:

Atlanta, GA | Raleigh, NC | Charlotte, NC
Washington, DC | New York, NY

TOP PROFESSIONS:

small business owners
beauty professionals
entrepreneurs
caregivers
working professionals



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