



Diya Ayodele

AUTHOR · INFLUENCER

Renowned Aesthetician, Speaker and Columnist

Diya is a highly respected Aesthetician and founder of two times Aesthetic Award winning and Vogue beauty finalist Black Skin Directory; founded in 2018 as a means to better connect people of colour to professional skincare in all of its facets.

Diya Ayodele's 2026 Biography

Diya Ayodele is a leading aesthetician, speaker, and skincare expert recognised for transforming industry standards and driving diversity in skincare excellence. She is the founder of the award-winning Black Skin Directory and West Room Aesthetics in London, and author of Black Skin: The Definitive Skincare Guide, the first comprehensive book addressing Black skincare needs. Diya's expertise centres on equipping the beauty sector to serve people of colour and empowering clients with tailored guidance, practical solutions, and evidence-based education.

Business Challenges Addressed

Diya advises brands and organisations on:

- Inclusion and representation in skincare for people of colour, supporting the development of accessible products and professional services.
- Strategic consumer education, dispelling beauty myths and promoting healthy routines for lasting skin health, with an emphasis on SPF and skin barrier protection.
- Clinic management solutions, coaching practitioners on running successful, evidence-led aesthetic practices.

Industry Impact & Recognition

She sits on key industry boards and advisory groups, including the British Beauty Council, Beauty Backed Trust, and BABTAC, helping drive regulatory excellence and thought leadership across the sector. Her voice and expertise have been showcased at events such as the House of Commons, Financial Times, Cosmoprof, Refinery29, and British Association of Dermatologists. As a trusted columnist and media

AVAILABLE FOR

- Coaching
- Speaking

DIJA'S SPEAKING THEMES

- Customer Experience & Marketing

LANGUAGES: English

contributor, Dija is celebrated for her honest insights and commitment to breaking down barriers within the beauty industry.

Speaking & Consulting

Dija Ayodele partners with global brands as a consultant and Key Opinion Leader (KOL), providing expert panels, strategy, and advocacy around skin health, diversity, and consumer engagement. She offers talks and workshops that inspire personal and organisational change, focusing on practical, science-backed approaches to skincare for all, with a special emphasis on Black women and people of colour.

Client Testimonials

Peers and industry leaders consistently praise Dija's knowledge, professionalism, and empathy, highlighting her as one of the UK's most authentic and trusted resources for all things skin. Her dedication is evident in her client-focused innovation and her tireless commitment to championing inclusivity and clinical excellence.

About Dija Ayodele

Skincare Expert and Aesthetician, Dija Ayodele is author of the newly published *Black Skin, The Definitive Skincare Guide*, owner of skincare clinic West Room Aesthetics in London and founder of the multi award-winning educational platform Black Skin Directory (BSD). With over 10 years experience in understanding and treating skin health, she has become a pivotal champion and advocate for providing the tools for people of colour to be educated on their unique skincare needs whilst pushing the beauty industry forward in its requirements to serve this sector.

Her clinic is a go-to destination, especially for Black women seeking skin rejuvenation treatments and advice for their skincare needs. She is a GLAMOUR Magazine columnist, Trustee of the Beauty Backed Trust and Advisory Board Member to the British Beauty Council, British Association of Beauty Therapy & Cosmetology (BABTAC) and Aesthetic Medicine Journal. Dija is an experienced public speaker at both industry and consumer events and has taken the stage at the House of Commons, Stylist Live, Cosmoprof and Refinery29. She also works with a host of respected brands within the beauty and cosmeceutical industries as a consultant and Key Opinion Leader (KOL).

Dija Ayodele's Videos

