

## Contact

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## Top Skills

Doula Services

Therapeutic Massage

Waxologist

# Jeremiah R. Sammons

Inventing Brands & Punchlines Since Forever | Luminae • NudeU • KeraRx • Joon Haircare  
Houston, Texas, United States

## Summary

“If education isn’t entertaining, you’re doing it wrong.”

I don’t just teach beauty — I perform it. I don’t just build brands — I give them personality.

From the lab to the main stage, I’ve spent my career making science look sexy and education feel like a standing ovation.

I’m Jeremiah R. Sammons — Founder of Luminae Haircare, Owner of NudeU, Creator of KeraRx, and Artistic Director of Joon Haircare. My job? To make people smarter, more confident, and just a little obsessed with great hair.

I believe in turning formulas into feelings and classrooms into concerts. My favorite combo?

# One part innovation.

# One part education.

# And a heavy pour of “let’s have some fun while we change the industry.”

Because beauty doesn’t need another boring brand — it needs leaders who make learning feel like a movement.

Focus Areas:

Brand Creation | Haircare Innovation | Product Formulation | Artistic Direction | Educator Training | Stage Presentations

Mission:

To shake up the beauty world — one laugh and one flawless blowout at a time.

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## Experience

## KeraRXHaircare

Founder of Luminae • Owner of NudeU • Creator of KeraRx • Artistic Director of Joon Haircare

October 2020 - Present (5 years 2 months)

Houston, Texas

I lead with equal parts science, soul, and sarcasm — blending artistry and education to create beauty experiences that actually teach something. I oversee global education strategy, creative direction, and product innovation.

My Passion: turning technical training into transformation. I develop products and protocols that inspire stylists, educators, and students to not just follow trends — but create them.

Design and lead global education initiatives and live events for beauty professionals.

Develop content that bridges chemistry, creativity, and culture.

Collaborate with product development teams to bring new innovations from concept to classroom.

Represent multiple industry leading brands on stage and online with a voice that's equal parts expertise and entertainment.

Because in beauty, it's not just about the products — it's about the people who use them and the confidence they carry when they leave the chair.

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## Education

### Texas Chiropractic College

Doctorate of Chiropractic Medicine · (2015 - 2017)

### Texas Laser Institute

Laser Hair Removal · (2012 - 2012)

### Gallaudet University

Master of Arts - MA, Elementary Education and Deaf Education · (2008 - 2011)

### Academy of Massage Therapy Training (AMTT)

Massage Therapy/Instructor of Massage Therapy/Doula · (2005 - 2006)

### Milan Institute

Instructor of Cosmetology/Advanced Cosmetology · (2005 - 2006)

