



Smiles**Shield**

BIOGRAPHY

Smiles Shield™ Founders (Ernest Smiles & Barbara Furlow-Smiles)



Ernest Smiles is the Co-Founder/CEO of Smiles Financial Holdings, LLC, Co-Founder of a non-profit, Global Smiles Health, focused on sustainable health, providing people with the basic needs of living around the globe, one community and SMILE at a time. He is also the Founder of Smiles Shield™, a modern customized face shield company that allows your SMILE to shine with made to order customization with the categories of: Children, Luxury, Bedazzled and Name Customization. Smiles Shield™ is a family-owned and operated company.

Ernest is the former Director of Ryder Transportation where he managed a staff of 100+ employees. He decided to leave Corporate America to pursue his passions of fitness, fashion and a lifestyle brand as a former 1st place winner of the NPC New York Metropolitan bodybuilding championship and former celebrity personal trainer.

He has a bachelor's degree from Baruch College, MBA from Syracuse University and is six sigma green belt certified. In Ernest's free time, he loves to travel and learn about different cultures with his wife Barbara Furlow-Smiles and daughter, Imani Smiles. Ernest was born and raised in Detroit, Michigan.



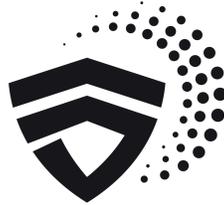
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Barbara Furlow-Smiles is the Lead Strategist, Global Head of Employee Resource Groups & Diversity Engagement at Facebook. She has an extensive and strategic background in Diversity and Employee Resource Group management with over 10+ years of experience with former roles at MTV Networks in New York and Cox Communications in Atlanta. She is the Founder of B.T. Consulting, LLC and Co-Founder of a non-profit, Global Smiles Health, focused on sustainable health, providing people with the basic needs of living around the globe, one community and SMILE at a time. She is also the Co-Founder of Smiles Shield™, a modern customized face shield company that allows your SMILE to shine with made to order customization with the categories of: Children, Luxury, Bedazzled and Name Customization. Smiles Shield™ is a family-owned and operated company.

She has a bachelor's degree from Spelman College, a master's degree in Public Administration from Baruch College and is studying to obtain her Executive MBA at UCLA. She studied abroad at The University of Cape Town, South Africa during her Junior year at Spelman College and volunteered abroad in Costa Rica during her Senior year at Spelman College. During her study abroad experience in South Africa, Barbara started an *international magazine called, Afro-lution*, aimed at creating a positive narrative of the African Diaspora and was the first student to be sold in Spelman's & Morehouse's bookstore.

In Barbara's free time, she loves to travel and learn about different cultures with her husband Ernest Smiles and their daughter, Imani Smiles. Barbara was born and raised in Santa Monica, California.



SmilesShield

Smiles Shield™ was created in 2020 in response to the pain and unexpected change brought by the pandemic. Founders, Ernest Smiles & Barbara Furlow-Smiles dubbed positive enthusiasts and MBA holders wanted to create a product that brought Smiles to faces and created joy. Smiles Shield™ provides an emotional connection for consumers where they become the designers and customize their own Faceshield that serves their personality and expresses what's important to them. Smiles Shield™ allows consumers the ability to select different categories: *Luxury, Bedazzle, Pre-Made, Children, Sports and Customization with name or business*. Smiles Shield™ is a family-owned and operated company.

Smiles Shield™ has created a ***SmilesShield effect*** as customers provide feedback of overwhelming joy with the product and post pictures on social media using #SmilesShield. Smiles Shield™ has caught the attention of many celebrities and influencers from:

Charrisee Jackson-Jordan (Real Housewives of Potomac), Dr. Michael Eric Dyson, Gizelle Bryant (Real Housewives of Potomac), Misa Hylton, Reverend Al Sharpton, Sunny (The View), Shanice (R&B singer), Shaun Robinson (Access Hollywood), Susan Taylor (Former editor of Essence Magazine), Sybrina Fulton (Mother of Trayvon Martin), Shante Monique Broadus (Wife of Snoop Dogg) and Cyrene Tankard (Thicker Than Water Show)

Smiles Shield™ can be purchased directly on the website: www.smilesshield.com. The official Instagram is @smilesshield.

For any press inquiries or partnership opportunities, please reach out to Erica Dias from the BfirmPR at: 415-305-2359; erica@thebfirmp.com.