



## Hilal Ibrahim, CEO, Henna & Hijabs

Hilal Ibrahim is changing healthcare by creating medical apparel that is culturally inclusive for Muslim women patients and healthcare workers in Minnesota and around the world. In 2017, while conducting a routine patient test as a healthcare worker at Methodist Hospital, Hilal's hijab was soiled with patient blood and unwearable for the rest of her shift. While replacement scrubs were available, a replacement hijab was not. Hilal had to leave her shift to get a clean hijab before returning to the hospital. A global need was realized, a mission-focused company was born right here in Minneapolis.

In 2019, Hilal's company, Henna, and Hijabs, launched the first-ever line of hospital hijabs in the United States. Partnering with Methodist Hospital, H&H launched a line of 10-color variations of hospital hijabs to be sold in the hospital gift shop.

When the COVID-19 pandemic started in March, Hilal and H&H quickly donated 700 medical-grade hijabs to Twin Cities healthcare systems including HealthPartners, MHealthFairview, and Allina –allowing workers to perform their jobs and protecting patient privacy. She is the youngest person to ever sit on Methodist Hospital's Board of Directors. In addition to medical attire, H&H launched a hijab collection with Nordstrom this June – one of the first hijab collections ever to be offered by a major US retailer. Her medical and apparel partnerships have been recognized by Vogue, Good Morning America, NPR, CNN, The Toronto Star, and many other leading outlets. In April, Hilal was named "40 under 40" by Minneapolis-St. Paul Business Journal. She was also recently named the 2021 recipient of The TRUST Forum award for community engagement