

## HOLY·CURLS



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We're London born. Raised on big dreams and inspiring curls the world over.

We're inclusive by nature. Open to everything, but true to ourselves.

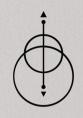
We're on a mission and the mission is simple:

Undoing the myths of the curl. Untwirling it and showing the curl for what it truly is.

Resilient, rebellious and pretty damn cool.







### HOLY·CURLS

# Why Holy Curls?

#### **Our Products Work** 01

We are multi-award winning, and loved by customers and industry professionals in 16 countries.

#### **Green & Clean** 03

Our products are natural, non toxic, vegan and cruelty free. Our packaging is 100% post-consumer recycled or glass. We truly believe that our activities shouldn't cost the planet.

#### For all Curl Types 02

Our products are formulated to work on all curl types - from European wavy hair, to coily Afro textured hair.

#### **Stand out Branding** 04

Our packaging is made to stand out. Both on the retail shelves and in the bathroom. Our unique tone of voice resonates with the millennial consumer, and make us stand out from the competition.

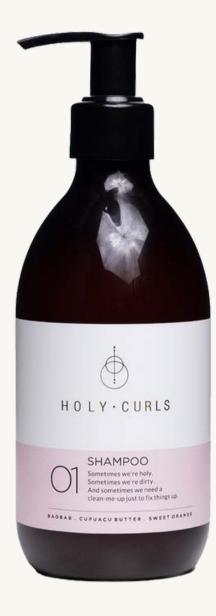


# **OUR PRODUCTS**



### WINNER

Women's Health Beauty Awards Best Afro Shampoo of 2020



01 Shampoo 10.1 fl.oz / 300 ml

#### KEY ACTIVES: Baobab Oil, Cupuacu Butter Coconut Oil, Aloe Vera Gel Yucca Extract, Willow Bark

RETAIL: \$34



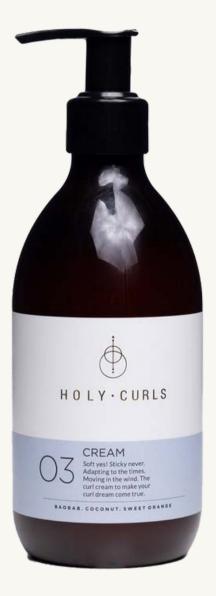
02 Conditioner 10.1 fl.oz / 300 ml

KEY ACTIVES: Baobab Oil, Cupuacu Butter Yucca Extract, Willow Bark

RETAIL: \$32

### WINNER

Harper's Bazaar Hair Awards, Best Curl Cream of 2022 Cosmopolitan Beauty Awards, Best Curl Cream of 2020



### 03 Cream 10.1 fl.oz / 300 ml

KEY ACTIVES: Baobab Oil, Shea Butter Coconut Oil, Yucca Extract

RETAIL: \$34



04 Gel 10.1 fl.oz/300 ml

KEY ACTIVES: Baobab Oil , Coconut Oil Aloe Vera Gel

**RETAIL: \$29** 



05 Curl Mask 8.4 fl.oz / 250 ml

KEY ACTIVES: FiberHance™, Baobab Oil Shea Butter

**RETAIL: \$42** 



### 06 Oil Serum 3.4 fl.oz / 100 ml

KEY ACTIVES: Hemisqualane , Baobab Oil Jojoba oil, Marula Oil

RETAIL: \$45

### THE DISCOVERY KIT

### "For Discovering. Gifting. And for babes on the run"

SHAMPOO - 3.4 fl.oz / 100 mL CONDITIONER - 3.4 fl.oz / 100 mL CREAM - 3.4 fl.oz / 100 mL GEL - 3.4 fl.oz / 100 mL

**RETAIL: \$55** 

CURLS WHAT'S INSIDE ME: O3 CREAM 01 SHAMPOO 😑 04 GEL O2 CONDITIONER





### DISCOVERY KIT

Mini versions of your favourite curl range For the discovering babe The gift hunting babe And for babes that like to keep their options open

### WHAT OUR CUSTOMERS ARE SAYING

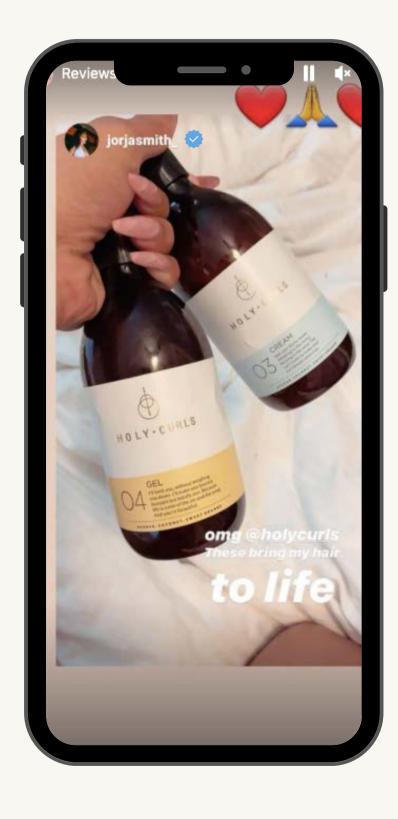
ayatrinite I have discover Holycurls at the Bar à boucles in France, 2months ago. Since then, I have to say that my hair can't live without thé cream n°3. I have afro kinky hair and It is the first time that i find out a product that fit my needs that much. Hydrating and.nourish without greasing. Thank you very much for bringing this products to France. And Thank you for your Shop





### Made me like my hair

Having had dreads for 25 years, I have had to take some out due to traction alopecia. I am trying to adjust to the new me. This product and the 'I got you' has really helped. It smells divine and is helping my soul. Thank you x



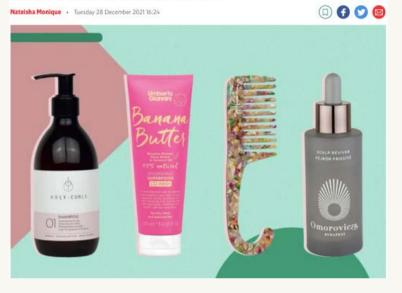


### PRESS



#### 11 best curly hair products to hydrate, moisturise and define locks

From creams to shampoos, add these to your haircare arsenal



Not only will the products look chic on your shelves, but the haircare brand prides itself on being able to support every kind of curl without compromising individual textures.

### WHO WHAT WEAR

The 7 Styling Rules That Curl Experts Swear By

Rule #4: Cleanser choice is so personal

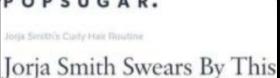


"Depending on the curl type and density of hair, there should be a cleanser for you," says Paul Edmonds of Paul Edmonds London. For finer curls with greasy roots, a co-wash might not work to effectively remove build-up and sebum, while for Afro-textured hair, a heavily lathering shampoo might be too stripping. A low-lather SLS-free shampoo is a good place to start, and then you can see if you need something more or less hydrating. Whichever you opt for, don't over-cleanse your curls.

"Make sure not to wash too often, as curly hair doesn't hold moisture as well as other hair types," says Kharla Allen, salon manager at Trevor Sorbie Bristol. Celebrity stylist Zateesha Barbour recommends the Holy Curls anti-pollution sharnpoo as a sulphate-free sharnpoo option.

Growing up with curly hair and wearing a hijab in a country where her skin was different, is the key motivation for Badria Ahmed starting Holy Curls. What Ahmed now considers to be a therapeutic outlet for herself, is a haircare brand focused on giving all the curls out there the love, hydration and the nurture they deserve.





Curly Hair Brand – Her Hairstylist Shares the Exclu Details

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One of my most consistent go-to product for curls is definitely the styling cream from Holy Curls. It's extremely hydrating and has great slip which makes styling easy.

# BAZAAR

### The Founder

Badria was born in Somalia and raised in Sweden by her Somali/Yemeni parents. Growing up, she didn't have many options when it came to styling her Afro curls. After years of chemically straightening it, she set out to learn more about her hair type and how to care for it properly.

In her travels around Africa, she discovered the uses of natural ingredients from local communities that were incredibly hydrating and naturally protected the hair from environmental damage and UV rays. She settled in London with a head full of ideas and created Holy Curls.





# HOLY·CURLS

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# Thank you holycurls.com