



H O L Y • C U R L S



**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.**





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Why Holy Curls?

01 Our Products Work

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

03 Green & Clean

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.

02 For all Curl Types

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

04 Stand out Branding

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



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



“ ★★★★★

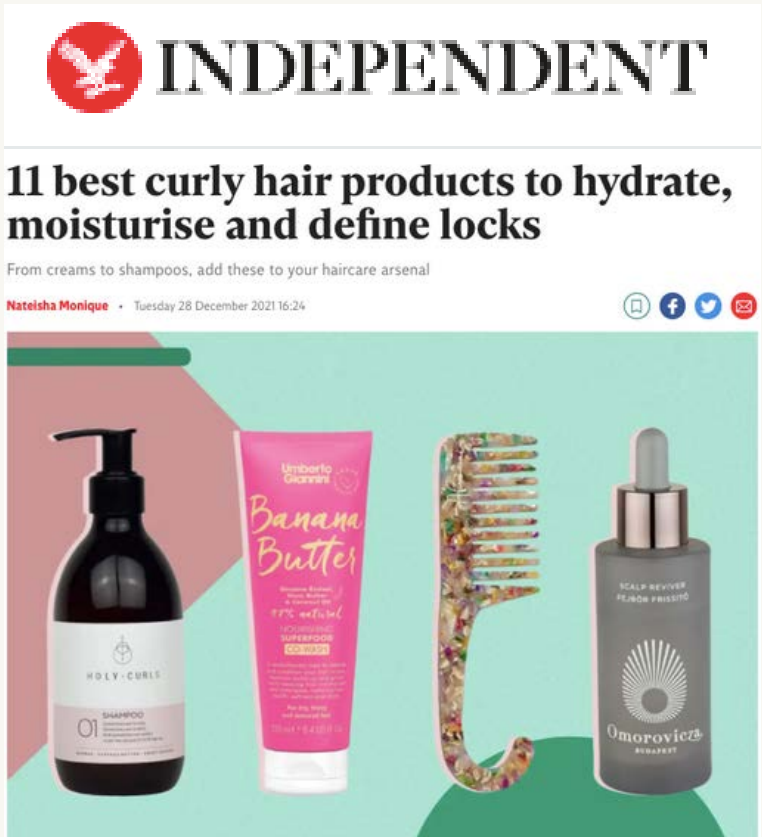
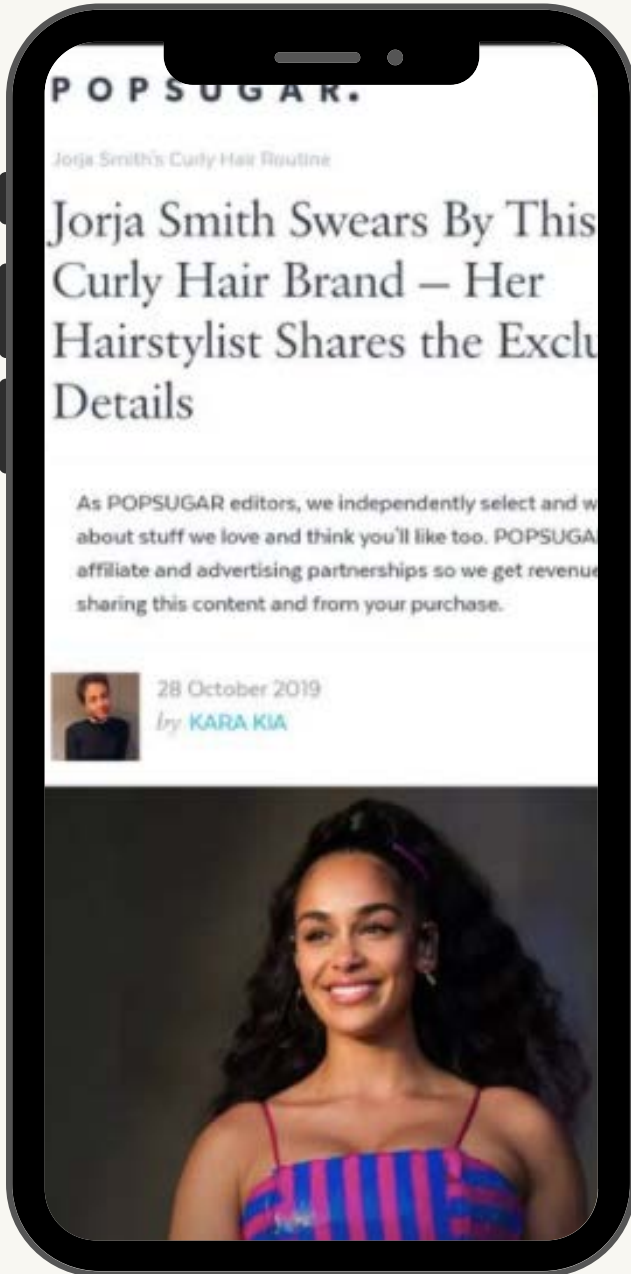
Made me like my hair

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

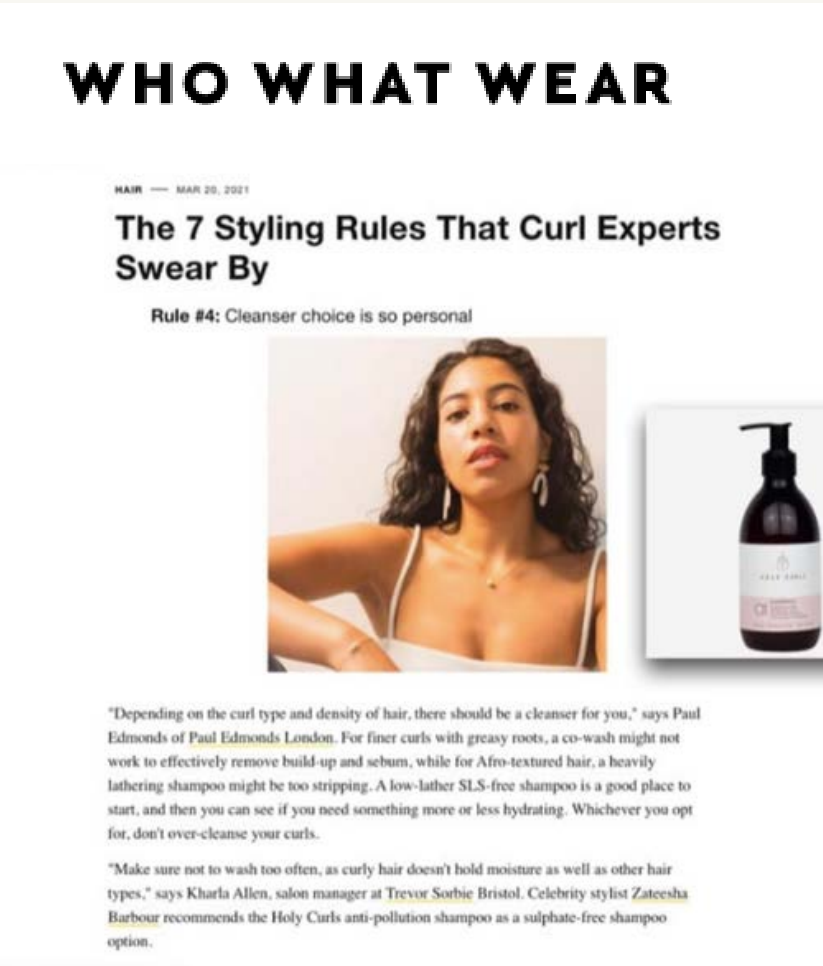


“Not only will the products look chic on your shelves, but the haircare brand prides itself on being able to support every kind of curl without compromising individual textures.”

E L L E

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.

VOGUE



“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