



FOR IMMEDIATE RELEASE

## Wuli Grooming Launches Debut Range of Australian-Made, All-Natural, Vegan Hair Styling Products



Wuli Grooming, Australia's newest haircare brand, has announced its debut range of all-natural hair styling products for men and women. Today's launch introduces an inclusive collection of Australian-made, cruelty-free and vegan products designed to style and nourish all hair types, from curly to fine.

Backed by two years of research and development, Wuli Grooming products contain 15 plant-based ingredients that hydrate, strengthen, detangle and nourish hair with every application. The collection features four affordable, high-performing products that are gentle on coloured hair and free of silicone, mineral oils or synthetic ingredients.

The Wuli Grooming range includes:

**Curl Cream** – The cream that started the dream, containing 11 active ingredients that define, hydrate and strengthen curls of all persuasions.

**Matte Balm** – A 'good hair day in a jar', enriched with 9 active ingredients that provide volume, textured hold and nourishment.

**Shine Balm** – A 21st-century take on old-school pomade, with 9 active ingredients that offer a glossy finish and firm hold well into the next day.

**Sea Salt Spray** – An alcohol-free curl refresher with 6 active ingredients that keep frizz at bay and volumise hair of all types and lengths.



Each product is available in two gender-neutral fragrance combinations: Bergamot & Vanilla, a creamy, spiced scent with feisty floral notes that evoke the warmth of summer; and Neroli & Sweet Orange, a blend of Italian bitters with the rind of sweet orange.

Central to the Wuli Grooming brand are its all-natural, active ingredients. These include argan, jojoba, marula and safflower oils, which help to hydrate and boost hair growth, as well as bentonite and kaolin clay, which calm and moisturise flaky or irritated scalps.

‘Most attention these days is on shampoos and conditioners, but little care is given to the products that go into our hair afterwards,’ says founder Amadou Doumbia. ‘With Wuli Grooming, I felt it was time that styling products took their rightful place. But instead of just focusing on style, I wanted a collection that nourished people’s hair and scalp with every application’.

The Wuli Grooming online store is now live and shipping Australia-wide. Worldwide shipping is planned for late 2022. Products will also be available for sale in local pop-up shops in Sydney, including Paddington Market (Saturday 29 January 2022), Manly Market (Saturday 12 February 2022) and Sutherland Shire Easter Market (Saturday & Sunday, 2–3 April 2022).

For more details on Wuli Grooming, please visit [wuligrooming.com](http://wuligrooming.com).

### **About Wuli Grooming**

Founded by Sydney-based Amadou Doumbia, Wuli Grooming produces all-natural, vegan and cruelty-free hair care products for men and women of all hair types. The word Wuli (woo-lee) is derived from the Bambara dialect of Mali, the founder’s birthplace, which means ‘to wake up, get up and grow up’. This idea underpins the brand’s philosophy, which is to empower people to look good, feel great and become the best version of themselves every day.

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