

LushUs Kids Unveils Groundbreaking Collaboration Program with Influencers, Elevating Hair Care Experience



Beverly Hills, California Jun 21, 2023 ([Issuewire.com](https://www.issuewire.com)) - LushUs Kids, a renowned brand in the world of children's hair care, is proud to announce its latest venture - a cutting-edge collaboration program with top influencers in the industry. This revolutionary partnership aims to redefine the way children and parents approach hair care, incorporating the insights and expertise of digital tastemakers into LushUs Kids' innovative Sugarcane Juice and Bamboo collection.

With the rise of social media and the increasing influence of digital content creators, LushUs Kids recognized the importance of aligning with prominent influencers who share their vision for creating a positive impact in the lives of young ones. By bringing these influencers on board, LushUs Kids aims to provide a truly unique and engaging experience for its customers.

The new collection launched on Juneteenth, developed in collaboration with the influencers, introduces an array of hair care products specially tailored to address the specific needs of children. Leveraging the expertise and creativity of these influential partners, LushUs Kids has curated a range that combines quality ingredients, gentle formulations, and delightful fragrances.

"We are thrilled to embark on this groundbreaking collaboration program with some of the most talented influencers in the industry," said Cherlyn Carby, CEO & Founder of LushUs Kids. "By joining forces with these digital tastemakers, we aim to enhance our product offerings and create an extraordinary hair care experience for children and parents alike." The collection includes a collaboration with brand partners; Legend Parsons (Bamboo & Gotu Kola Stimulating Scalp + Hair Balm), Karter Caldwell (Bamboo Water & Ginger Scalp + Hair PreWash Treatment), Alize Hughes AKA Princess Stylez/Hair stylist (Sugarcane & Starfruit Tension Relief Scalp and Braid Spray), Madison McIntosh (Sugarcane Juice & Bamboo Water Leave-in Conditioning Spray), Kaylei Gates (Sugarcane Juice & Rice Water 2-in-1 Detangling Spray and Curl Refresher).

This unique partnership brings together influencers from various backgrounds, including hair care specialists, parenting bloggers, and child development experts. The selected influencers have worked closely with the LushUs Kids team to develop products that meet the diverse needs of children's hair, whether it's moisturizing, detangling, or strengthening.

In addition to co-creating the hair care collection, these influencers will play a pivotal role in showcasing the products through engaging content across their digital platforms. From captivating tutorial videos to heartfelt testimonials, their creative input will enable parents and children to gain a deeper understanding of the benefits and features of the LushUs Kids range.

The collaboration program also aims to foster a sense of community by providing a platform for influencers to connect with parents, exchange ideas, and share their experiences. Through live events, online forums, and exclusive promotions, LushUs Kids and its influencer partners will empower parents to make informed decisions about their children's hair care routines while fostering a supportive and nurturing environment.

LushUs Kids' new collaboration program with influencers is set to revolutionize the way children's hair care is approached. By incorporating the voices and expertise of these digital tastemakers, the brand is taking a bold step towards creating a future where children can embrace their individuality while enjoying healthy, vibrant hair.

For more information on LushUs Kids and their collaboration program, please visit www.lushuskids.com or follow them on social media channels - @lushuskids.

About LushUs Kids:

LushUs Kids is a leading brand in the field of children's hair care, dedicated to providing high-quality, safe, and effective products. With a focus on gentle formulations and captivating fragrances, LushUs Kids aims to make hair care a delightful experience for children while empowering parents to make informed choices. The brand's collaboration program with influencers reflects its commitment to

innovation and creating a positive impact in the lives of young people.



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Source : LushUs Kids

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