

Wonder Curl Hair Care Brand Reintroduces Itself with Sleek New Branding and More Innovative Natural Ingredients.



Kearny, New Jersey Jun 8, 2023 ([Issuewire.com](https://www.issuewire.com)) - Wonder Curl, a leading textured hair care brand rooted in natural ingredients, is pleased to announce the rebranding of its products. The new branding will better reflect our commitment to providing innovative, high-quality products that meet the evolving needs of our customers.

As part of this rebranding, we have refreshed our logo, updated our packaging, and modernized our website. Our new branding is sleek and sophisticated, reflecting our company's dedication to staying ahead of the curve in natural hair.

CEO Scarlett Rocourt launched the brand in 2010 with a goal to empower anyone with curly hair to wear their hair in its natural state with confidence. "We're thrilled to unveil our new branding to the world," said Wonder Curl CEO Scarlett. "We believe our new look perfectly represents who we are as a company – forward-thinking, innovative, and customer-focused."

The rebranding also includes updated product names that better align with our customers' needs. Customers can expect the same great quality and performance they've come to expect from Wonder Curl, but with a fresh new look and feel. Our company is guided by the belief that healthier ingredients encourage healthier hair and will continue to offer efficacious formulas to achieve optimal results.

"Our refreshed brand identity reflects our commitment to investing in the future of beauty and integrating new innovations that elevate our formulas", said Chief Brand Strategist, Melissa Hibbert. The company's new branding will be rolled out in the coming weeks, with updated product packaging and marketing materials available on our website, wondercurl.com.

Wonder Curl is proud to continue providing the highest quality products and services to our customers. We believe that our rebranding will help us better communicate our commitment to innovation and excellence in everything we do.

For more information about our rebranding efforts, please contact Scarlett at Wonder Curl.

About Wonder Curl:

Wonder Curl is a leading natural hair company that specializes in curly hair products. Founded in 2010, we have been dedicated to providing the highest quality products and services to our customers for over 13 years.



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