

Rucker Roots Expands Presence in Retail Stores Nationwide

Natural Hair Care Brand Now Available Nationwide



Atlanta, Georgia Feb 14, 2025 ([Issuewire.com](https://www.issuewire.com)) - Rucker Roots, known for its natural and effective hair care solutions, is excited to expand its retail footprint to even more locations. This significant growth reflects the brand's commitment to making high-quality, natural hair care products more accessible to consumers across the country.

Founded by sisters Ione Rucker Jamison and Dr. Ellen Rucker Sellers, Rucker Roots draws inspiration from their family's legacy of using root vegetables to promote healthy hair. The brand offers a range of products formulated with natural ingredients designed to nourish and strengthen hair.

The expanded distribution includes four of Rucker Roots' most popular products:

- **Smoothing Sulfate-Free Shampoo:** Gently cleanses while maintaining hair's natural moisture balance, infused with natural root extracts for a healthy shine.
- **Leave-In Heat Protectant:** Provides robust protection against heat damage, offering essential moisture and nutrients to keep hair looking and feeling healthy.
- **Define and Stretch Curl Custard:** Delivers long-lasting curl definition and moisture, ensuring curls remain vibrant and frizz-free.

● **Detangling Conditioner:** Simplifies the detangling process, strengthens hair, minimizes breakage, and ensures smooth, manageable locks.

"We know that mass retail distribution for black owned brands is the way to scale businesses to new heights," said co-founder Ellen Rucker. "It's an incredible opportunity to reach more individuals seeking high-quality, natural hair care products and to further our mission of promoting natural beauty through the efficacy of root-derived ingredients. This retail expansion provides Rucker Roots the opportunity to meet customers where they are in our community."

Co-founder lone Rucker added, "This expansion signifies Rucker Roots' growth in the beauty industry. We're thrilled for customers to discover our products, making it easier than ever to integrate natural hair care into their routines."

Rucker Roots' products are now available in Walmart stores nationwide. Customers can also purchase products online through the company's website, www.ruckerroots.com.

About Rucker Roots

Rucker Roots was founded by sisters, lone Rucker Jamison and Dr. Ellen Rucker Sellers, who were inspired by their mother's natural hair care practices. The brand is dedicated to creating natural and effective hair care solutions that promote healthy, beautiful hair. All products are vegan and cruelty-free, formulated without sulfates, parabens, or artificial colors.

For more information about Rucker Roots and products, visit www.ruckerroots.com. Follow Rucker Roots on social media for updates and hair care tips:

- **Instagram:** @RuckeRroots
- **Facebook:** Rucker Roots
- **TikTok:** @RuckerRoots
- **Threads:** @RuckerRoots
- **YouTube:** Rucker Roots
- **Pinterest:** @Ruckerroots



Media Contact

Nia Lewis

*****@ruckerroots.com

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