

Wonder Curl Opens New Retail and Production Space in Phillipsburg, NJ

Wonder Curl Expands with New Brick and Mortar Location



Phillipsburg, New Jersey Sep 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - Wonder Curl, a leading name in the hair care industry for natural and textured hair, is thrilled to announce the opening of its first brick and mortar retail and production space in Phillipsburg, NJ. This new location marks a significant milestone for the company, which has been dedicated to providing high-quality, chemical-free hair products made with natural ingredients since its inception.

The new space will serve as a home for Wonder Curl's popular products, which have been available online until now. Customers can now experience these products firsthand in a dedicated retail environment. The front of the store will showcase Wonder Curl's full range of offerings, including limited edition products that are exclusive to the Phillipsburg location.

In addition to the retail area, the back of the facility will house the production space where most of Wonder Curl's products are crafted on-site. This allows the company to maintain its commitment to quality and freshness, ensuring that every product meets the high standards that customers have come to expect.

Wonder Curl's product line is specifically designed for curly and natural hair, addressing the unique needs of hair that tends to be more dry and requires extra moisture. Among the best sellers are the Moisturizing Hair Pudding and Get Set Hair Jelly, both of which are renowned for their ability to provide long-lasting hydration and definition without the need for frequent rewetting or refreshing.

"Opening a physical location allows us to connect more directly with our customers and offer them an immersive experience with our products," said Scarlett Rocourt, CEO and founder of Wonder Curl. "We are excited to bring our passion for natural hair care to Phillipsburg and continue our mission of enhancing and nourishing curly hair with the best ingredients."

This expansion is a testament to Wonder Curl's growth and its dedication to serving the curly-haired community with products that truly make a difference. The new location not only provides a space for retail but also reinforces the company's commitment to innovation and excellence in hair care.

About Wonder CurlWonder Curl is a hair care company for natural and textured hair founded by Scarlett Rocourt. Our mission is to provide high-quality hair products that are free of harmful chemicals and made with natural ingredients. We believe that every curly-haired person deserves access to natural, effective hair care products that enhance and nourish their hair.Press inquiries



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