

The Curly Care Revolution: Cosmetic Chemist and BIPOC Business Owner, Abenaa Brew, Curates Hair Brew for Natural Hair

Featuring natural ingredients selected to promote healthy hair growth and protect hair from damage, Hair Brew is changing the way people care for their hair.

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EINPresswire.com/ -- Over the past several years, there has been a significant increase in products marketed to women with curly and natural hair. This is largely due to a growing movement of women of color who have embraced their natural hair texture and sought out products that cater to their specific needs.



Hair Brew

The beauty industry has long been dominated by a narrow set of standards that favor eurocentric features and straight hair. This has left many women of color feeling excluded and underrepresented in the beauty world. Women with curly and natural hair have struggled to find products that are designed for their hair texture and don't contain harmful chemicals that could damage their hair. That's why when Abenaa Brew, a cosmetic chemist and black woman entrepreneur, set out to create her own hair care products, she used her education to inform her formulas, [Hair Brew](#) was born.

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We've spent a lot of time developing these products and we're confident that they will become a staple in many women's hair care routines.”

Abenaa Brew, CEO of Hair Brew

Featuring natural ingredients that are carefully selected to

promote healthy hair growth, strengthen hair, and protect hair from damage, Hair Brew is changing the way people care for their hair. With a focus on plant-based ingredients and sustainable packaging, the [Hair Brew product line](#) is perfect for those who want to take care of their hair while also being environmentally conscious.

"We believe that everyone deserves to have healthy, beautiful hair, and we're excited to offer a range of products that cater to a variety of hair types and needs. We've spent a lot of time developing these products and we're confident that they will become a staple in many women's hair care routines."

The Hair Brew product line includes shampoo, conditioner, leave-in conditioner, hair oil, and styling products. Each product is formulated to address specific hair concerns, such as dryness, breakage, and damage. The products are free from sulfates, parabens, and other harmful chemicals, making them safe and gentle for all hair types.

Hair Brew products are available for purchase online at www.hairbrewproducts.com. The company offers free shipping on all orders over \$50 and a 30-day money-back guarantee. For more information about Hair Brew and its new product line, please visit the website or follow Hair Brew on Instagram [@hairbrew](https://www.instagram.com/hairbrew).

ABOUT HAIR BREW

Hair Brew is a black woman-owned company that creates hair care products designed specifically for men and women with curly and natural hair. Founded by Abenaa Brew, a cosmetic chemist and beauty industry veteran – with a deep passion for hair care and a commitment to empowering and uplifting women of color, Hair Brew offers a wide range of products that celebrate and enhance the natural beauty of curly hair.

At Hair Brew, we're proud to be part of a growing movement of black-owned businesses that are changing the face of the beauty industry. We believe that representation matters, and that every person deserves to see themselves reflected in the products they use. With Hair Brew, you can feel confident that you're supporting a company that truly understands and celebrates the unique beauty of curly hair.

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