

Beautinow Expands Into Textured and Curly Hair Care Products

Beautinow, a leading online retailer in beauty, personal care and niche fragrances, has announced its expansion into the textured and curly hair care market.

ROTTERDAM, NETHERLANDS, June 4, 2025 /EINPresswire.com/ -- Beautinow, a leading European online retailer in beauty, personal care and niche fragrances, has announced its expansion into the textured and curly [hair care](#) market. The company is now offering an extensive range of products from renowned brands including [Mielle Organics](#), As I Am, and [Cantu](#). The product range features shampoos, conditioners, hair oils, and styling creams, many of which are designed to promote hair growth and improve scalp health.



mielle organics

Awareness of Diverse Hair Needs

This launch highlights Beautinow's commitment to catering to the diverse needs of its customers. The textured and curly hair care segment has witnessed rapid growth in recent years, driven by increasing awareness of diverse hair needs and the rise of movements celebrating natural hair and self-expression. Consumers in this market often seek specialized solutions for hydration, definition, and protection, making it a significant opportunity for inclusivity and innovation in the beauty industry.

"At Beautinow, we believe every individual deserves access to products that suit their unique beauty needs," says The Netherlands based company. "Expanding into the textured and curly hair care space is a step toward ensuring inclusivity and providing high-quality solutions to an audience that has been historically underserved in the beauty market."

Textured & Curly Hair Care Brands
Beautinow now proudly stocks
products from three highly acclaimed
brands, some of which are black-
founded and/or black-owned:

Cantu: celebrated for its wide-ranging
line of products designed to nourish,
define, and protect natural hair.
Enriched with shea butter, coconut oil,
and other moisturizing ingredients,
Cantu has become a trusted staple for
individuals aiming to enhance their
hair care routines.

Mielle Organics: A Black-founded
brand, is renowned for its nutrient-rich,
organic formulations. With natural
ingredients like honey, avocado, and
pomegranate, Mielle Organics
prioritizes healthy hair growth and moisture retention, empowering users to feel their best.

As I Am: Black-founded and Black-owned, is recognized for its science-backed products
specifically created for curly, coily, and textured hair types. Incorporating ingredients such as
coconut, shea butter, and aloe vera, the brand has built a loyal following with solutions that
nourish and define textured hair.

H. Dai

Beautinow B.V.

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As I Am

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