T IS FOR TAME™ LAUNCHES CURL LEAVE-IN CREAM

Bringing Calm, Clean Curl Care to Babies and Toddlers

NANUET, NY, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- T is for Tame, the mom-founded brand redefining little kids' haircare, is expanding its fast-growing lineup with the launch of its new Curl Leave-In Cream, formulated specifically to calm, define, and gently hold delicate baby and toddler curls, waves and coils.

Created with coconut and jojoba oils, the new Curl Leave-In Cream helps tame frizz and static, prevent puffiness, and keep curls hydrated, smooth and selfie-ready without stiffness, stickiness, or greasy residue. Hair is left silky soft, touchable, and naturally defined.

Formulated in the USA, the Curl Leave-In Cream is:
- Made with naturally derived ingredients including jojoba and coconut oils
- Free from harsh ingredients
- Paraben- and phthalate-free
- Cruelty-free and vegan

T is for Tame offers gentle yet effective vegan formulas tailored to babies and toddlers, helping transform stressful haircare moments into calm, connected daily rituals. From nourishing shampoos and conditioners to its cult-favorite taming cream and taming gel, the brand is built around boosting confidence from the very first brush.

"Parents shouldn't have to choose between clean ingredients and products that actually work," said founder Becky Bavli. "Our Curl Leave-In Cream was created to give parents an easy, safe way to manage curls while turning haircare into a positive bonding moment."

Like brushing teeth, consistent haircare builds healthy habits early. T is for Tame focuses on making that routine simple, safe, and stress-free keeping hair soft, smooth, and manageable without exposure to harsh ingredients.

Since launch, the brand has helped more than 100,000 families create loving haircare rituals. A

top-rated brand on Amazon, T is for Tame was also recognized by Good Housekeeping's 2025 Parenting Awards for excellence in safe, effective children's grooming.

Beyond products, the brand is committed to purpose. Through its "First Haircuts. First Donations." campaign, T is for Tame encourages families to donate first locks to Locks of Love, teaching children about confidence, generosity, and care from an early age.

T is for Tame products are available through the brand's online boutique as well as Amazon, Target.com, CVS, Walmart, and H-E-B stores.
To learn more, visit T is for Tame online and follow @tisfortame on social media.

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EDITOR'S NOTE: For more information about T is for Tame and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com

Pamela Wadler
Trent & Company, Inc.
email us here

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