

FOR IMMEDIATE RELEASE

NYLAH

Nylah's Naturals Celebrates Afro Pride with Exclusive Gift Sets for Kids with Afro & Bi-racial Hair, Just in Time for World Afro Day



10th September 2024, Birmingham, UK – In honour of World Afro Day, celebrated globally on September 15th, Nylah's Naturals—renowned for its innovative natural haircare products—is excited to introduce new 'I Love My Hair' kits specially created for children with textured hair. This launch highlights the unique beauty and individuality of Afro-textured hair, perfectly matching the essence of the day.

"As a mother of two, I understand the challenges of caring for children's textured hair," says Kameese Davis, CEO and Founder of Nylah's Naturals. "Our brand draws inspiration from my oldest daughter, Nylah, whose struggle with eczema and sensitive scalp led me to create products to help her. We are committed to empowering young children to embrace and cherish their natural hair while educating parents on properly caring for their kids' textured hair. By offering products specially formulated to their children's unique needs, complemented with fun and engaging educational materials, we hope to boost their confidence and help children celebrate their beauty by offering products specially formulated to their unique needs."



Contact details:

G&V Public Relations
Olga Gloiza
olga@weareqvpr.com



FOR IMMEDIATE RELEASE

Nylah's Naturals is proud to support the global celebration of World Afro Day, a movement dedicated to recognising the cultural significance and natural beauty of Afro hair.

Nylah's Naturals has thoughtfully put together these new hair care kits, which feature brand's bestselling natural hair care products. The kits are available in two versions:

- **[I Love My Hair Kit](#) | £35**
Includes: [Strength & Shine Shampoo](#), [Super Botanicals Conditioner](#), Children's Activity Book, and a Multipack of Hair Pride Stickers.
- **[I Love My Hair Kit: Deluxe](#) | £50**
Includes: [Strength & Shine Shampoo](#), [Super Botanicals Conditioner](#), [Super Seed Hair Oil](#), Children's Activity Book, and a Multipack of Hair Pride Stickers.

"Understanding how to care for the unique curls of Afro and bi-racial children can be an intimidating task for many parents, often leaving them unsure and their children's hair not fully cared for," further states Kameese Davis. "At Nylah's Naturals, our goal is to transform this challenge into a celebration. We provide parents with expertly crafted products and valuable guidance, empowering them to care for their children's textured hair confidently. With the right support, every child can learn to love and celebrate with pride the natural beauty of their curls."

'I Love My Hair' kits will launch on Nylah's Naturals official website on 10th September 2024.

-- ENDS --

About Nylah's Naturals

Nylah's Naturals is a multi-award-winning vegan hair care brand catering to Afro-textured hair. Founded by Kameese Davis, the company's mission is to empower individuals of all ages to embrace their natural beauty by providing high-quality, natural hair care products specifically formulated for Afro hair. Utilizing unique formulas enriched with natural and ethically sourced ingredients, Nylah's Naturals ensures optimal care and nourishment for curls and coils.



Contact details:

G&V Public Relations
Olga Gloiza
olga@wearegvpr.com