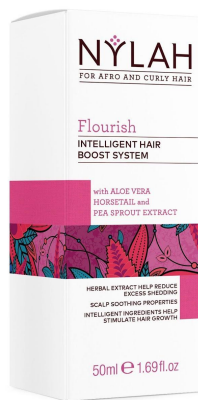


# Nylah's Naturals Launches New Product to Combat Hair Loss in Afro Hair

Brand's Latest Clinically-Proven Formula Helps to Encourage Healthy Growth and Combats Excessive Shedding in Six Weeks

Nylah's Naturals, a Black female-owned UK haircare brand, announces the launch of its latest product, [Flourish Hair Bolster Serum](#). Created using all-natural ingredients, the serum increases hair growth by prolonging the anagen phase, while restoring healthy strands and relieving dandruff.



According to the International Institute of Dermatology, one in four women will suffer from hair loss before the age of 40. Within the Black community, the statistics are even higher with one in two women experiencing hair loss during their lifetime – and Black men have even more drastic hair loss! Hair loss has numerous causes, from genetics to hormonal changes to trauma from chemical relaxing or heavy styling.

Nylah's Naturals Flourish Hair Bolster Serum was created to show some love to natural afro and curly hair. The unique formula is crafted using only ingredients that are shown to highlight the natural beauty of curls and kinks. For too long, pressured by societal beauty standards or a lack of products catering to their hair type, Black women have been forced to chemically relax and straighten their hair, causing extra damage and breakage.

All of these factors, along with certain health conditions, can shorten the anagen phase (where growth occurs) of your hair, and increase the telogen and catagen phases (where hair growth stops). Nylah's Naturals Flourish Hair Bolster Serum works by increasing the length of the

FOR IMMEDIATE RELEASE

anagen phase during the hair growth cycle whilst simultaneously blocking DHT (a hormone responsible for hair shedding) to reduce excessive hair fallout.

*‘For Flourish Hair Bolster Serum, we conducted invetoro and consumer trials which show visible results after just six weeks of use, markedly reducing hair loss, itching, flaking and dandruff. Our active ingredients are clinically proven and are even more effective than Minoxidil, a leading hair restorative,’* says Kam Davis, Founder and CEO of Nylah’s Naturals.

*‘Our mission at Nylah’s Naturals, from the very beginning, has been to empower Black women by celebrating their natural hair and educating them on the best ways to care for it with love. With our new product, we hope to advance our mission even further by providing safe and natural haircare products for all women with afro and curly hair.’*

Nylah’s Naturals Flourish Hair Bolster Serum is available for purchase on [Nylah’s Naturals official website](#) and selected Superdrug stores across the UK.

###

**Editor’s Notes.**

Nylah’s Naturals is a multi-award-winning natural haircare brand catering specifically to afro-textured and curly hair. Produced in the UK with 97% of its ingredients from natural sources, Nylah’s Naturals consistently aims to ensure its ingredients fall below minimum hazard ratings through environmentally friendly manufacturing. In less than 12 months on the market, Nylah’s Naturals has already received multiple beauty and hair industry awards, including: Curly Treats Fest – Best New Hair Brand; Pure Beauty – Best New Product Global Ethnic Beauty (Finalist); Hair Care Revolution – Rising Star Award; The Precious Lifestyle Awards – Happy Hair Care Brand; and Women’s Health Beauty Awards 2021 - Best Afro Shampoo.