ORIBE

ORIBE
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All the Pretty Birds

AFTER ORIBE'S UNTIMELY PASSING, HIS COMPANY IS PUTTING A MAJOR FOCUS ON BLACK WOMEN

PRETTY POSTS | BEAUTY

FAITH CUMMINGS | FRIDAY APRIL 5TH 2019

Natural hair is not just a moment, but a movement. I've been natural for almost a decade—attempting to grow out my relaxer in college to no avail, but succeeding post-grad. Since then, my mother and best friends have also opted for their natural coils and curls and so have countless other black women all around the world. It all feels quite reminiscent of the 70's when my grandparents embraced the 'fro, but this time around, the shift feels permanent and beauty brands the world over are either sprouting up to cater to our hair needs or are evolving to include a vaster texture range.

Oribe is one such brand: long a favorite of icons of color including Naomi Campbell and Jennifer Lopez and women with curls all over the globe. The industry was rocked this year when its Cuban-born founder, Oribe Canales passed, but it seems fitting that one of the newest launches after his untimely death is one that embraces and seeks to care for textures that would broaden and deepen his legacy.

The brand's **Highly Textured line** specifically caters to Type 4 coils and curls—a first for Oribe as it hasn't previously centered or targeted natural hair with its past collections." This collection is a passion project for the brand, and a line that Oribe Canales always dreamed of creating," a spokesperson for the brand told All The Pretty Birds. "In the last 10 years, there has been a universal movement toward wearing hair naturally. Market research and our expanding global footprint have encouraged us to expand our curl line and product portfolio."

The range features four products that are focused on conditioning and styling—a masque, detangler/leave-in, styling butter, and curl gelee. Oribe's Product Development team interviewed natural hair bloggers, consumers, and stylists to understand their holistic lifestyle, as well as how much of an emotional and physical impact styling has on their day-to-day. They also spoke with chemists who formulate textured hair products to understand the unique science and structure of the type 4 textures.

Oribe also brought in the expertise of hairstylist **Stacey Ciceron** to ensure a professional well-versed in textured hair could weigh in and ensure the efficacy of what Oribe was releasing. "Before James Pecis, who I've known and worked with for 14 years, introduced me to the team, I was already a fan of the brand, especially its product performance and how it's received by my peers in the industry," Ciceron stated. "When they came to me, the products hadn't been produced yet, so I was involved from the start." From the beginning, Ciceron knew the Oribe team was very serious about coming out with the best products for type 4 hair textures—refreshing to hear and a relief as so many already established brands approach catering to natural hair as a gimmick and not a long-term business strategy. "Oribe's goal is to provide high-quality, performance-driven products for every hair type and this launch fulfills that need for those with highly textured hair," she stated, ensuring that the brand now has 360-service. "I was happy to work with the brand and see that this movement is happening in the industry."

Ciceron spoke in great detail about the fundamentals with Oribe: the differences across hair types, understanding the different type 4 texture, density, and porosity were all essential. "You have to be able to address all different combinations" she confirmed—absolute real-life proof of this in a conversation amongst my friends mere days after in which we discussed all having multiple type 4 hair textures on each of our heads.

She also discussed both the emotional and psychological challenges that people with textured hair still face: case in point a recently-passed New York City law that prevents hair discrimination. "We addressed their mindset, the struggle, the time commitment, spend, budget and industry beauty standards." Once the development process began, Ciceron and the Oribe team narrowed down the products they wanted for the initial launch and came up with the four in the collection that best work on women with type 4 textures. "What I appreciated was that we were testing on real hair and real models with the right type of hair." And they did a lot of testing: in the office, on Ciceron's clients, and she even tested it on her own curls.

I put it to the test as well and I was pleasantly surprised with the results. The line doesn't feature a shampoo, conditioner, or co-wash, so I cleansed and conditioned my 4B coils with Crème of Nature's new charcoal line of products. And upon trying the Oribe **masque**, I was engulfed with a sweet aroma that literally smells like luxury. I could see the masque defining my curls as it worked its magic and my hair felt unbelievably soft after washing it out. I then used the **leave-in conditione**r and **curl-defining crèm**e post-shower, which upped the moisture and softness quotient. And the **gelee** got maximum use during my twist-out. When it was all said and done, my hair was soft, shiny, and my curls looked amazing.

This collection is a great example of how any brand (no matter the size) can take an active and well thought-out approach to inclusivity in their business. Though products that just happen to work for type 4 hair textures—if a natural-haired influencer or consumer does the work and makes the discovery—are nice to find, companies can take a mindful path to creating products that work well for specific hair, without alienating others. The idea is to be so comprehensive and so diverse that there's something for everyone. Oribe is certainly on the right track and we can't wait to see what the brand does next.

allure

HAIR

I Tried Oribe's New Collection for Afro-Textured Hair, and Here's My Honest Review

The luxury hair-care brand finally launched products for those with extra kinks and coils.

BY JIHAN FORBES

April 4, 2019

It's never been a better time to shop for hair products as a black person with kinky, curly, or coily hair. Between the wealth of affordable beauty supply and drugstore options, and the comparably-priced or slightly more expensive Instagram-friendly brands (many of which are owned by black women), there is no shortage of choices for folks with access to a good drugstore or the internet when it comes to highly-textured hair.

As a beauty editor, I've tried just about every curl pudding, gel, cowash, leave-in, and oil from a wide range of brands. But I always noticed when it came to luxury brands, there were options I could use for cleansing and conditioning my hair, but for the most part, it stopped there. For styling, I was pretty much on my own, as the wave sprays and curl-enhancing creams they offer typically didn't do anything for my curly, Afro-textured hair. Even when I was told, "This works for *all* curl types" or "Yes, this can work on a your texture", when I actually went to try the products, I couldn't help but wonder if they even so much as bothered to test it on anyone with hair similar to mine.

It's incredibly frustrating, especially in a culture that obviously admires and emulates the aesthetic styling choices of black women — as long as said aesthetics are presented on anyone *but* black women. Plus, black women have money to spend on beauty products — in fact, we outspend *everyone* else in the beauty market, so it is still curious to me why more luxury brands haven't rolled out collections to perfect your wash-and-gos, twist-outs, or locs. (OK, maybe it's not that much of a mystery: At this point, given the dearth of options high-end brands typically have for Afro-textured hair, it's just bad business as usual.) It sometimes feels as if many luxury hair-care brands are simply *choosing* not to address the hair needs of black women with natural hair.

But the folks at Oribe are making a change: The luxury hair-care brand is rolling out its latest, a collection for highly-textured, type-4 hair, tapping pro stylist and textured hair educator Stacey Ciceron to develop it. The four-piece range is an extension of the brand's **Moisture & Control** collection and includes a Deep Treatment Masque ($63), a Priming Lotion Leave-In ($38), a Curl Gelée ($44), and a Styling Butter Curl Enhancing Crème ($46), all with the signature Oribe scent.

"The [natural hair] community had been trying to figure out natural hair on its own, and people had to search high and low for things to meet their needs," Ciceron said in a press release. "Now there are more options, but people want to have an elevated experience. Because this market is not saturated with options, we want to be one of the first to offer this upgrade. It's time for everyone to be #oribeobsessed."

The minute news of the release hit my inbox, I was pumped, and not just because the brand has fabulous products. Oribe has some of the best packaging in the game, and as someone who has not one but *two* vanity trays in their room, the idea of having one of those beautiful bottles — full of product I could *actually* use — to put on display was irresistible. I knew my shelfie game was about to level up, but my hair game? Well, I'd have to try the products to determine that.

Wash day couldn't come soon enough. After washing and conditioning my hair with Crème of Nature's new Clay & Charcoal shampoo and conditioner, it was off to the races. In the shower, I applied a generous amount of the Oribe Deep Treatment Masque to my hair, making sure to load up my (rough) ends with extra product. I covered my head with a plastic shopping bag (anyone else do this?) and let it sit for at least half an hour. First of all, the mask is thicka than a Snicka — so thick, that if you turn the jar upside down, the product doesn't fall out. From the texture alone, I knew this was going to be serious stuff and I was right. After washing the mask off with cool water, my hair felt extremely hydrated and soft. Pretty much how you *want* your hair to feel after a major deep conditioner.

allure

HAIR

I Tried Oribe's New Collection for Afro-Textured Hair, and Here's My Honest Review

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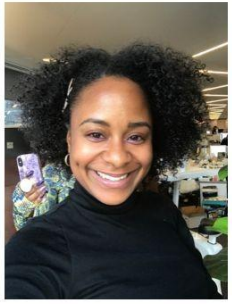
BY JIHAN FORBES

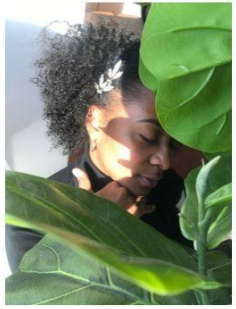
April 4, 2019

Then, it was time for styling. This is where the meat and potatoes of the testing are, folks. I've used plenty of high-end deep conditioners that have worked for me, but as I mentioned before, I haven't had as much luck with stylers. So, I decided to do my typical twist-out routine using the products. I started by moisturizing my hair with the Priming Lotion, which is super lightweight but has a ton of slip for detangling.

Then, on my wet hair, I raked in small amounts of the Styling Butter section by section before going over each section with some of the Curly Gelée, and then smoothing it all out with my Denman brush. I twisted each section and then put on a durag underneath my satin-lined bonnet and went to bed.

The next morning, the twists were mostly dry, but I did have to go over a few slightly damp ones with my Harry Josh dryer and diffuser attachment. Then, it was time to unravel the twists. I rubbed a bit of Living Proof No-Frizz Oil in my hands, and started separating my curls in the places they naturally divide. After taking out the first few twists, I knew Oribe had absolutely nailed this line.





Though the Gelée and Styling Butter are both quite thick and moisturizing, they dried to a weightless feel on my curls. Seriously. My hair was bouncing absolutely everywhere, and it remained defined for days. My hair felt moisturized, but not overly so, and best of all, I smelled like an Upper East Side mom who just spent an entire afternoon at the salon for the sole purpose on stunting on the other moms picking their kids up from school.

Not only did I smell expensive but honey, I felt *expensive* after using this stuff. I attended the launch event for the new collection with the product in my hair, and I got so many compliments from everyone in attendance. And these are people who know their stuff — hairstylists, influencers, and editors.

Overall, Oribe *did that*. It was right of them to tap a black woman to create this collection, to communicate with the brand the needs of kinky/coily hair, and show them just how to execute it in a way that actually *works well*. There's no half-steppin' here. From the mask, all the way down to the gel (which is now one of my favorites), Oribe really created something for the naturalista looking to satisfy their bougie tendencies. Now if you'll excuse me, I'll be taking plenty of shots of my vanity with these teal bottles on full display.

Shop the entire collection hitting shelves April 4.

BUSTLE

Oribe's Highly Textured Collection Was Made For Type 4 Hair & I Tried Every Product On Mine

By KAYLA GREAVES | 39 min ago |

Whenever I visit the salon, there are two things I look forward to the most: Getting a scalp massage during my wash, and being able to treat my curls to high-end products. But as much as I love having a stylist do my hair for me, sometimes it's nice to bring the salon experience home, which is why I'm super excited about the launch of Oribe's Highly Textured collection. This new range of products is the luxury beauty brand's first line made specifically for type 4 hair, and it promises to give your coils tons of moisture, definition, and shine.

Oribe worked alongside celebrity hairstylist Stacey Ciceron to develop the line, which offers four new styling products: The Moisture & Control Deep Treatment Masque, Priming Lotion Leave-In Conditioning Detangler, Styling Butter Curl Enhancing Crème, and the Curl Gelée for Shine & Definition. As a veteran natural hair care expert, Ciceron has worked with hundreds of products tailored to afro-textured hair, but what makes her most excited about this launch in particular is the fact that it gives those with coily hair more luxury options to choose from. "People want to have an elevated experience and naturalistas don't have brands that support this," she said in a statement. "Because this market is not saturated with options, we want to be one of the first to offer this upgrade."

Much like Ciceron, the luxury aspect is what I find to be most intriguing about the line as well, since, as she mentioned, many high-end brands do not cater to natural hair. Plus, knowing that all the products are vegan, cruelty-free, and gluten-free also makes them extra worth the splurge, in my opinion. But leaving the prestige of Oribe aside, I wanted to see just how well each of these products would work with the 4A, B, and C textures that make up my mane. So, last wash day, I decided to ditch my regular styling products to do a wash-and-go using the Highly Textured collection.

After cleansing and conditioning my hair, I applied a generous amount of the Moisture & Control Deep Treatment Masque to my damp curls, using my fingers to spread it from root to tip. Then, I covered my hair with a shower cap, wrapped a towel on top and left the masque on for about 40 minutes, which is how long I personally like to deep condition.

The formula contains a nice blend of mango seed butters, coconut oil, sweet almond oils, and other great, moisturizing ingredients, so I was expecting for my curls to feel heavenly once I rinsed the product out — and they did. Not only were each of my textures left feeling quite soft, but my mane also smelled divine. Based off that one experience alone, I'd definitely say this product works well to moisturize all type 4 curl patterns.

Moisture & Control Deep Treatment Masque
$63
ORIBE

BUY AT ORIBE

BUSTLE

Oribe's Highly Textured Collection Was Made For Type 4 Hair & I Tried Every Product On Mine

By KAYLA GREAVES | 39 min ago |

Next, I tried out the Priming Lotion Leave-In Conditioning Detangler. The brand recommends applying the product to damp hair, but since my tresses are so thick, I found that I got a lot more slip by adding a quarter-size amount of product to each 4-inch section while my hair was soaking wet.

Like always, the coiler sections of my hair took slightly longer to get through than the looser parts, but I was still able to detangle my full head of hair — first finger combing, then using a wide-tooth comb — in about 20 minutes, which is less time than what it usually takes me to detangle my hair, using a mix of three different products. Like the masque, this formula also boasts some wonderful ingredients including olive, avocado, and jojoba seed oil, so my hair was once again left feeling extremely soft and nourished.

This is another product I'd recommend to anyone across the type 4 spectrum, I'd just advise to spray your hair with more water for added slip, if needed.

Priming Lotion Leave-In Conditioning Detangler
$38
ORIBE

BUY AT ORIBE

After my hair was detangled, it was time to put the Styling Butter Curl Enhancing Crème to the test, which promised to define coily curls and control frizz. Once again, using 4-inch sections, I squirted a quarter size amount of product into my palms, and worked it into my hair by using the finger-combing method. While the product definitely helped to hydrate *all* of my hair textures and add shine, I found that it only was able to define my looser curls, and didn't do much for my kinkier coils.

BUSTLE

Oribe's Highly Textured Collection Was Made For Type 4 Hair & I Tried Every Product On Mine

By KAYLA GREAVES | 39 min ago |

That said, I'd still recommend the butter to anyone with type 4 strands who's looking for intense moisture. For those with 4B or C hair who want definition, you might want to skip this product for a wash-and-go, and instead save it for when you're doing a twist-out or another similar style.

Styling Butter Curl Enhancing Crème
$46
ORIBE

BUY AT ORIBE

The last product included in the collection is the Curl Gelée for Shine & Definition. I decided to layer this on top of the butter to find out if it would add any more curl definition. But this time, I sectioned my hair into 2-inch parts to make sure the gel was able to *really* cover every strand. I then scooped out a generous amount of product, and finger-combed it through my hair. But while it instantly added some nice shine all over, I didn't notice my coils pop the same way my looser curls did — whether my hair was wet or dry.

Even though not all of my strands were left defined, what I did like about the jelly was that it didn't leave my hair feeling crunchy after my hair had dried. In fact, my curls all felt super moisturized and flexible, which came as no surprise since the product is packed with ingredients like neem seed oil, which helps to soften the hair.

In terms of making your curls pop, based off of my experience, I'd only recommend that those with 4A strands use this product for that benefit. For people with 4B or C coils, I'd suggest using the jelly to add definition when you're looking to do a twist out, or another style that manipulates your texture. *But,* if you're simply looking to rock an undefined 'fro, then this product will give anyone with coiler hair some nice moisture and shine, minus the crunch.

Curl Gelée for Shine & Definition
$44
ORIBE

BUY AT ORIBE

Overall, I can honestly say that I did enjoy using the Highly Textured line. It provided me with great moisture and beautiful shine, but I do wish the Styling Butter and Curl Gelée were able to provide the same type of definition for all of my textures. That said, I'll probably be reaching for my old go-to products when I'm in the mood for my next wash-and-go, but I'll still be keeping the Oribe line on hand for when I want to achieve a super bouncy flexi-rod set or shiny twist-out.

COSMOPOLITAN

How to De-Frizz Your Hair: 15 Genius Fixes for Flyaways and Frizz

Seriously, you need to try these.

by JANELL M. HICKMAN and CARLY CARDELLINO APR 5, 2019

Let's start this off with a reminder that frizz is natural *and* beautiful. Your hair does not need to be "tamed" or "handled" or "conquered," okay? That being said, I'm guessing you've come to this article because you're looking to try a smooth, flyaway-free style—and hey, that's totally fine. You can embrace frizz and flyaways on a daily basis and still want to try a slicked-back look every now and then.

Do frizz or flyaways bother you?

Nah, not really. | Ugh, it's the bane of my existence.

If you're wondering WTF is causing your frizz, here's some fast facts: When your hair is damaged, dry, or chemically treated, the outer layer of the strand (called the cuticle) rises, allowing for moisture to enter the strand, fatten it up, and create frizz. The fix? Get preternaturally smooth hair cuticles—something only reserved for newborn babies and, soon, you. Because we got six celebrity hairstylists to offer up their expert tricks and product recommendations to help you get the smoothest hair of your life. Keep reading to find out how.

COURTESY IMAGE

ORIBE CURL GELÉE FOR SHINE & DEFINITION

neimanmarcus.com

$55.00

SHOP NOW

9. Get yourself a really good curl cream (or gel)

Curls are naturally drier and, in turn, naturally more prone to frizz. To keep your hair defined, rake and squeeze a dollop of curl cream through your sopping-wet curls after shampooing and conditioning. Then, twirl small sections of curls around your fingers to shape them and define them, before letting them air dry. To speed up the drying process and get extra volume, diffuse your curls on low speed, high heat (avoid touching your hair as much as possible, or it'll frizz) until it's 80 percent dry.

elite daily

When Does Oribe's New Highly Textured Hair Collection Drop? It's Designed With Type 4 Hair In Mind

BY BELLA GERARD | 2 HOURS AGO |

As we all know, there's a wide variety of gorgeous, unique hair types on this earth, from the sleekest of straight strands to the most tightly-coiled curls. That said, with so many different hair types, it's no wonder there are few formulas that work across the board, which is why brands that cater to specific heads of hair with certain formulas really nail it. For over ten years Oribe has created specialized collections for all different kinds of hair, from color-treated to dry and dull to scalp-sensitive and more, and if you've been wondering when Oribe's new Highly Textured Hair Collection drops, you're in luck, because it's finally time. The brand new line includes curated formulas to guarantee moisture and control for anyone with type 4 hair. Kinky, coily girls and boys, rejoice! You might've just stumbled upon some new haircare faves.

Like I said, Oribe creates collections based on specific hair needs, which is what makes shopping their line so simple. When my hair was newly bleached, their Bright Blonde products helped me keep my color radiant, and when my strands felt flat thanks to summertime humidity, the Magnificent Volume line was my go-to. It was always easy for me to find a range of products in the Oribe arsenal that were perfectly crafted for whatever my hair needed — had I been searching for products catered to super curly hair, though, I might've not been as pleased with my results. Oribe's Moisture and Control products were nice, but not extensive, and now that they've added four new game-changers designed with type 4 hair in mind, even more haircare lovers can find exactly what they need.

COURTESY OF ORIBE

To ensure the products were just right, Oribe enlisted the help of celebrity hairstylist Stacey Ciceron, a natural hair expert who could ensure Oribe's formulas were up to par when it came to properly caring for type 4 hair.

GLAMOUR

Hair

Oribe Is Launching Its First-Ever Line for Natural Hair

It's a perfect example of successful inclusion—and really great product.

By Tanisha Pina
March 19, 2019

Thanks to social media, the booming direct-to-consumer model, and empowered women of color pioneering companies and products for other women of color, the beauty world—and the hair industry in particular—has flourished with options for black women. While there's still certainly work to do, the last couple of years have proven that the best is yet to come in terms of access and convenience for women like myself who, for years, have put their thick, kinky curls through the ringer with product that weren't really made for us.

The momentum of the category was only made more evident to me after trying and subsequently obsessing over a new Curl Gelee made specifically for my texture, created by none other than luxury brand Oribe. The gelee—developed as part of the brand's forthcoming Highly Textured collection, its first catered to black women—acts as the perfect last step in my hair routine, meant to lock in moisture and give even day six curls just the right amount of natural sheen and definition.

Unlike a lot of other products I've used to achieve the same results, this Oribe gelee isn't sticky or greasy; it leaves my hair touchable and light, exactly how I like it. I'm left feeling optimistic that the rest of the line, spanning 11 total products meant to work through the tightest 4C coils, will do right by women of color who deserve the option of having a luxurious, legacy brand on their top shelf, should they wish to. The collection will officially launch on April 1 at oribe.com. (The prices, meanwhile, all hover in the usual Oribe range—$38 to $63—and have that same incredible scent. The Curl Gelee is $44.)

To be completely transparent, I generally approach efforts of diversity within the beauty industry with utmost caution, especially from mass brands. (I was burned one too many times in the pre-Fenty world). But from the start, Oribe showed its commitment to not only entering the category, but truly doing right by it and its consumers by tapping an actual black woman, celebrity hairstylist and beauty expert Stacey Ciceron, to authenticate the collection.

Ciceron offered an invaluable wealth of knowledge to the brand when it came to all things natural hair, from product innovation to ensuring that the brand participated in and prioritized community outreach.

"When Oribe global ambassador James Pecis approached me about the opportunity, I was very excited to be a part of something so major and, in my opinion, revolutionary," Ciceron tells *Glamour*. From there, she would spend months conceiving and narrowing down product offerings, testing on real hair with real models with the hair type (and even her own hair), and working with the Oribe education team, as well as the brand's salon stylists, for them to test and interact with the product as well.

"I weighed in on the ingredient list and consulted on the texture of product—how it feels on our hair and how effective it is," she says, later adding that ingredients such as essential and natural oils were non-negotiables. "Highly textured hair requires more moisture and care, so I wanted to be sure we address those needs."

Having used the product myself, Ciceron's involvement and expertise is evident in the final product. The way the gelee smoothes into my curls without making them feel heavy or damp, the way it defines without drying or crunching—it makes sense that a black woman was in the room, and only speaks to the need for more women of color in positions of power in the beauty space. Surely, brands big and small should be looking to this debut as an example of how to thoughtfully and successfully champion diversity within their product offerings.

"Brands should realize that inclusivity doesn't mean that one product will work for everyone," Ciceron closes. "Hair is not 'one size fits all.'"

HYPEBAE

I Tried Out Oribe's New Natural Hair Products With My 4C Type Hair & Instantly Fell in Love

Check out what actually worked for me.

BEAUTY
1 Hr ago
By **Robyn Mowatt**

126 Hypes

I'm typically a bit skeptical when a huge hair company announces it's releasing a hairline for textured or natural hair. I went natural while I was in college, and roughly four years ago I began dyeing my fro blonde professionally. In the natural hair community, it's a bit of an unspoken rule that it takes a bit of time for everyone to find the products that work best for their curl type. For me, this has been an uphill battle. I must admit that I really don't use a plethora of hair products to maintain my color or my curls. I usually stick with Shea Moisture's Coconut & Hibiscus Curl Enhancing Smoothie or Coconut Curl's Curling Butter after I shampoo, condition and detangle my hair completely.

One of the issues I have is that since I do have color in my hair, it can be a bit dry if I don't moisturize it more than once a week. Another issue I sought to correct is the fact that I get shrinkage right after my wash days which usually end with my hair in twists.

Recently, haircare company Oribe has launched its Highly Textured collection, a line created for natural hair of all types. I've received a sample of the line and decided to try out a few of the products to see if the line lives up to the hype surrounding it. Keep reading below to see which products I tried out.

After shampooing my fro I decided to try out the silicone-free Priming Lotion Leave-In Conditioning Detangler. A few key ingredients of this detangler include olive oil, avocado oil and jojoba seed oil. I squeezed a quarter-sized amount into my hands about four times and worked the lotion into my hair from roots to tip. After I felt as though there was enough on my entire head I began detangling my hair with a wide tooth comb which took a bit longer than usual — to be fair my hair had been in braids for nearly two months. In total this took about 20 minutes. This was the first time in a while that I felt a product had actually meshed well with my hair and scalp without feeling as though I had put entirely too much product.

Up next I scooped up a bit of the Curl Gelée and applied it to my whole head. I've never implemented a middle step in my shampoo, leave-in conditioner and twist-out routine, so I decided to give it a shot. This product was created to provide shine and definition. After this step, I proceeded to use the Styling Butter Curl Enhancing Crème throughout my hair as I began twisting my hair in separate parts until my head was nothing but twists. This curl enhancing product was created to provide nourishment, hydration and definition. It instantly absorbed into my hair and scalp, which was something that I liked.

The following day I took each of my twists out and was pleasantly surprised. I typically am disappointed in my twist-outs the day after I wash my hair. But for the first time in a while, the length of my curls was spot-on and my curls were displayed normally rather than appearing to be coiled tightly. I also liked that my hair was still a bit damp the following day. With other products I've tried out, my hair dries overnight and is left completely dry as if I didn't moisturize or condition it the night beforehand. My color also was bright and golden exactly how it should appear. I think that the combination of Oribe products alongside with completely detangling my hair with my fingers and the wide tooth comb was beneficial as well. Overall, I was satisfied with the end result, and I definitely recommend the products which I tried out for individuals with natural hair.

Head over to Oribe's web store to purchase the Priming Lotion Leave-In Conditioning Detangler ($38 USD), the Curl Gelée for Shine & Definition ($44 USD) and the Styling Butter Curl Enhancing Crème ($46 USD).

InStyle

Oribe Launched Its First Product Line Specifically for Textured Hair

COURTESY OF ORIBE

While many beauty brands are making inclusivity a priority when it comes to new formulations, luxury haircare has fallen noticeably and inexcusably behind. In an effort to correct that space and represent all hair types, Oribe has launched a new Highly Textured haircare category, filled with products that specifically cater to type 4, kinky/coily hair.

To create the products, which range from care to styling, the brand teamed up with celebrity hairstylist and natural hair expert Stacey Ciceron. Like all the products from Oribe, these additions hold the signature Côte d'Azur scent, and are packaged in luxe emerald green bottles.

RELATED: 23 Affordable Hair Products That Celebrities Actually Use

The full Oribe's Highly Textured Hair category includes the Moisture and Control Deep Conditioning Masque ($63), a Priming Lotion Leave-In Conditioning Detangler ($38), a Styling Butter Curl Enhancing Crème ($46), as well as a Curl Gelée for Shine and Definition ($44).

The new lineup officially debuts on Oribe.com on April 1st.

April 2019

Publication	Link	MUV
Allure	https://www.allure.com/gallery/best-new-hair-products-tools-april-2019	7,720,000
Cosmopolitan	https://www.cosmopolitan.com/style-beauty/beauty/g12499684/best-curly-hair-products/	39,370,000

allure

HAIR

The Best New Hair-Care Products and Tools Launching in April

27 SLIDES

This month, discover Oribe's brand-new collection for Afro-textured hair, plus a serum to make your strands shine.

BY JIHAN FORBES

April 25, 2019

Courtesy of brand

25/27

Oribe Highly Textured Collection

Luxury hair-care brand Oribe is delving into the market of Afro-textured hair with its latest releases as part of its Highly Textured collection. Created under the guidance of hair expert Stacey Ciceron, the four new additions to the lineup include a leave-in primer, a curl gel, a deep conditioner, and curl cream. Use any of these to say hello to moisturized strands that are defined, bouncy, and smell expensive AF.

$38–$63 (Available April 4)

COSMOPOLITAN

14 Best Curly Hair Products You Need in Your Life Right Now

Welcome to 365 days of good hair days.

by CHLOE METZGER and AMA KWARTENG APR 25, 2019

STOCKSY

If you have curly hair, you know that sometimes, curls are really, truly, straight-up annoying. They poof out when you want them defined, they go limp when you want them voluminous, and they're never, ever, happy with what you put on them. But it's time for all that to officially change.

Each of these curl shampoos, balms, creams, and sprays are filled with coil-loving ingredients that'll shape your curls into the hair of your dreams—or, at least, help you avoid the hair of your nightmares. Check them out, slather them on, and get happy.

COURTESY IMAGE

1

best curl cream for type 4 hair

Oribe Styling Butter Curl Enhancing Crème

amazon.com
$46.00

SHOP NOW

This cream, specifically designed for type-4 hair, contains shea butter and avocado oil to **give your dry coils a boost of hydration, without any of the sticky heaviness**. Just use your fingers, or a comb, to work a palmful of cream through your damp curls, coating every single strand to soften and define your coils.

May 2019

Publication	Link	MUV
Harper's Bazaar	https://www.harpersbazaar.com/beauty/hair/advice/a574/hair-tips-1010/	13,830,000
The Oprah Magazine	https://www.oprahmag.com/beauty/hair/g22748108/best-natural-hair-care-products/?slide=7	1,760,000
Fashionista	https://fashionista.com/2019/05/fashionista-editors-favorite-beauty-products-may-2019	1,470,000
Allure	https://www.allure.com/gallery/best-curly-hair-products	7,620,000
Popsugar	https://www.popsugar.com/beauty/photo-gallery/46147842/image/46147951/Oribe-Curl-Gelee	15,880,000
Byrdie	https://www.byrdie.com/best-curly-hair-products-4588761	5,100,000
Dermstore	https://www.dermstore.com/blog/top_ten/curly-hair-essentials/	3,410,000
Hola!	https://us.hola.com/health-and-beauty/gallery/2019052023956/best-styling-products-for-curly-hair/1/	2,000,000
Wendy Rowe	https://wendyrowe.com/style/best-shampoos-conditioners	N/A

Harper's BAZAAR

How To Make Your Hair Grow Longer and Thicker

Hair grows only about a half inch per month. Want to jump-start the process? Read on for experts tips to stop hair's biggest enemy—breakage.

THE BEST SHAMPOOS & CONDITIONERS FOR EVERY HAIR TYPE

For Curly/Coarse Hair Spiked with intense moisturizers, this shampoo and conditioner duo will leave curls softer right out of the shower than you ever thought possible. **Oribe** Shampoo for Moisture and Control, 45 and Intense Conditioner for Moisture & Control, $$46, dermstore.com . SHOP NOW

Everyone wants healthier, thicker, and stronger hair. From slapping on every hair mask known to Sephora to popping hair supplements, most of us are willing to do (or buy!) anything that will help us achieve Sofia Vergara-worthy hair. We spoke with a trichologist and celebrity hairstylists to break down everything you need to know about growing thick and long hair once and for all.

Eat Smarter

We have great hair news for the avocado fanatics among us. According to Michelle Blaisure, product and technical specialist and certified trichologist for Bosley Professional Strength, a diet full of healthy fats is the most important thing to consider if you want thick and healthy hair. "While genetics determines hair texture and curl, our diet plays a role in how genes can get expressed," Blaisure says. "Be sure to get plenty of good quality protein and good fats like olive oil and Omega 3." She recommends foods such as salmon, avocados, nuts, vegetables, and fruit to get all the key nutrients needed for growing stronger hair.

Use The Right Shampoo & Conditioner

It's obvious, but different hair types require specific products that cater to their exacting needs. Cutler salon senior stylist Jenny Balding says those with fine hair should look for volume-building shampoo and conditioners, such as the Redken High Rise Volume, to fake thickness and boost shine. For those with coarse hair, Balding suggests products that tame frizz and moisturize, like Ouai's Smooth Conditioner.

THE OPRAH MAGAZINE

28 of the Best Natural Hair Products for All Curly, Kinky Girls Out There

Don't forget to give your locks some love too.

DERMSTORE

7 of 28

EDITOR'S PICK

Priming Lotion Leave-In Conditioning Detangler

Oribe
dermstore.com
$38.00

SHOP NOW

Specifically formulated with curls in mind, this product will make detangling a breeze for naturalistas. "Loaded with tried-and-true hydrators like olive oil and cocoa seed butter, it also serves as both a nourishing leave-in *and* a heat protectant," Stovall says.

FASHIONISTA

THE 37 BEST BEAUTY PRODUCTS FASHIONISTA EDITORS DISCOVERED IN MAY

Including spray-on sunscreen, a Rihanna-approved lip scrub, a palo santo-spiked moisturizer, CBD gummies that support a noble cause and more.

STEPHANIE SALTZMAN · MAY 31, 2019

Oribe Moisture & Control Deep Treatment Masque, $63, available here**:** "Sometimes, I'd put this in my hair, tie my hair up in a bun for an entire day and wash it out after work because it smelled so good and wouldn't flake up. And when I did, my hair felt so soft — and the flowery smell stuck." —LC

allure

HAIR

The 21 Best Hair-Care Products for Your Curls

Hand-picked by curly-haired *Allure* editors, these are the top-tier hair oils, shampoos, conditioners, and creams to keep your natural kinks and coils poppin'.

9/21

Oribe Curl Gloss Hydration & Hold

A few drops of this lightweight gel (which feels like a serum) on loose curls creates soft, frizz-free definition with zero greasy side effects. Packed with Brazilian ingredients like jicama, cupuacu, Brazil nut, and passionflower, Oribe's curl gloss is just the thing for curlies with upscale taste. Layer it under a gel or mousse for all-day hold.

$42 (Shop Now)

POPSUGAR. BEAUTY

Experts Weigh In on the Best Curly Hair Products For Summer

Image Source: amazon.com

← USE ARROWS KEYS →

Oribe Curl Gelee

Oribe Curl Gelee For Shine and Definition ($44) isn't the kind of gel that will leave you with crunchy curls. It has a texture that is thicker than the leave-in that will define curls without weighing them down.

BYRDIE

The 8 Best Curly Hair Products of 2019

Best Anti Frizz: Oribe Curl Gloss Hydration & Hold

BUY ON CVS.COM

A small drop of this gloss is all you need to create silky smooth curls; it hydrates and holds (all day might we add), unlike anything we've seen before, without leaving curls feeling stiff and crunchy. Bonus: the styling resin provides long-lasting curl retention for control in areas of high humidity. We're sold!

7 Tips and Tricks We Learned About Caring for Naturally Curly Hair

5. Tight, Z-shaped curls can easily frizz in any weather.

If you have gravity-defying curls, you probably notice—and get frustrated by—the onset of frizz in both warm and cold weather. No need to panic! A proper styling cream like Oribe's Curl Control Silkening Creme can help you ward off the frizz and show off that gorgeous, natural texture. The star ingredient in this formula is coconut oil, which can nourish strands and provide hair with more shine while doing away with flyaways and frizziness.

HOLA! USA

TOP BEAUTY PRODUCTS EVERY NATURAL AND CURLY HAIR BEAUTY SHOULD OWN

Created by **Jennifer Lopez** former hairstylist, this collection is perfect for those who are seeking extra TLC for their mane. Are your curls begging you for moisture? This silky, hydrating hair jelly tames and shapes coils, making them more manageable and easier to detangle. Leaves your locks super nourish with that crunchy feeling.

Oribe Curl Gelée for Shine & Definition, $44, oribe.com

Wendy Rowe

BEST SHAMPOOS & CONDITIONERS

FOR CURLY HAIR

Oribe Shampoo for Moisture and Control

Luxe haircare range Oribe makes a host of gorgeous shampoos and conditioners, and the moisture and control duo is great for super-soft, tame curls.

June 2019

Publication	Link	MUV
Who What Wear	https://www.whowhatwear.com/curly-hair-tips/slide11	2,930,000
Beauty Launch Pad	https://www.beautylaunchpad.com/curly-hair-tips-techniques-and-products-for-care	N/A
Yahoo! News	https://www.huffpost.com/entry/9-frizzy-hair-solutions-we-actually-swear-by-for-as-low-as-4_l_5cf939cfe4b0638bdfa6295d	240,660,000
HuffPost	https://news.yahoo.com/frizzy-hair-solutions-editors-picks-131503562.html	109,890,000
Into The Gloss	https://intothegloss.com/2019/06/elaine-welteroth-project-runway-more-than-enough/	1,340,000
The Coveteur	http://coveteur.com/2019/06/14/editors-share-summer-hair-care-routines/	1,450,000

LIFE

9 Frizzy Hair Solutions We Actually Swear By — For As Low As $4

By Yahoo Style

For styling thick, coarse curls: Oribe Styling Butter Curl Enhancing Crème

YAHOO LIFESTYLE

If you're searching for a styling product to revive your parched curls, Yahoo Lifestyle beauty director Dana Oliver swears by this new curl crème from Oribe. Formulated with a hydrating combination of murumuru, mango and cocoa seed butters, as well as moisture-retaining wheat amino acids, a little bit of this goes a long way to help define coils and fight frizz.

Shop it: $46, nordstrom.com

YAHOO! NEWS

9 frizzy hair solutions we actually swear by — for as low as $4

For styling thick, coarse curls: Oribe Styling Butter Curl Enhancing Crème

Oribe Styling Butter Curl Enhancing Crème (Photo: Oribe)

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Shop it: $46, nordstrom.com

WHO WHAT WEAR

10 Common Curly Hair Mistakes and How a Celebrity Hairstylist Avoids Them

Oribe Curl Gloss Hydration & Hold ($42)

Mistake #7: Not Experimenting with Different Curl Formulations

"**This one is huge, and it's honestly really going to come down to lots of trial and error since our curls are all unique**," explains Alcorn. "**For my own curls, curl creams have never worked, but some of my curly-haired clients love them! You have to try gels, mousses, and creams to see which type of formula your hair responds best to**. My favorite is Oribe's curl line, especially the curl gloss since it's the perfect hybrid between a gel and a serum. It has a gel cast to keep curls and frizz under control while your strands dry, but with one final scrunch using your hands the crunch breaks up and goes away, leaving your curls super soft and defined."

BEAUTY LAUNCHPAD

Tips, Techniques and Products for Caring for Curly Hair

The Wonderful World of Whirl Products

Panicked you don't have the proper curl products to satisfy textured hair? Fear not! Unlike a coil that shrinks, product options have expanded; here are a few to stock.

1) Macadamia and apricot oils are among the ingredients that make up **Oribe Curl Gelée**, a moisturizing jelly that tames and loosens coils to keep them manageable.

Elaine Welteroth, Author And Project Runway Judge

I wash my hair once a week. If I have time, I detangle using the Vernon François method. If I don't, I use a wide-tooth comb, and I detangle from the ends, gently working my way up. It takes anywhere between 30 minutes to two hours. My hair is color treated and curly, so I need to be careful about which shampoo I use. I think they discontinued the Devacurl No Poo, but it's my favorite because it doesn't have sulfates. It's moisturizing, but it helps get rid of the residue. I don't shampoo every time I wash my hair—a lot of times, I just use Oribe's conditioner in the black bottle. It is everything—it is so decadent, so rich, so nourishing. I'll just condition and comb that out, rinse it, add more conditioner, and then rinse a little bit, not all the way, and then get out. And to sleep, I put my hair in a pineapple on top of my head, and then I put a bonnet on.

COVETEUR

18 PRODUCTS WE LOVE FOR SHINY SUMMER HAIR

LEAH FAYE COOPER

EDITORIAL DIRECTOR

1. **Shea Moisture Gotu Kola & Raspberry Seed Oil Pre-Swim Leave-In Protection:** I plan to spend a lot of time at the beach and in the pool this summer, but I don't plan to let my thick, natural hair get dry. Enter this rich leave-in, which I'll be dousing my strands in through Labor Day. It's super rich and moisturizing, and provides a shield from sun, salt, and chlorine. I'm thinking I'll need at least three bottles.

2. **Anu Essentials Medicinal Hair Oil:** When I don't have my hair out I wear it in braids, and I use an oil to keep my scalp from getting dry. The founder of the brand, Anu Prestonia, is an OG natural hair stylist and expert. If there's any product range I'll use without question, it's hers.

3. **Oribe Moisture & Control Deep Treatment Masque:** I've been a fan of Oribe's luxe products for years, so I was thrilled when they launched a line specifically for natural hair. I'll be using this weekly to keep my hair hydrated and my curls in tact.

Regional Targets

City	Publication	First name	Last name	Title
Atlanta	Atlanta Magazine	Mary Logan	Bikoff	Associate Editor
Atlanta	Atlanta Magazine Online	Mara	Shalhoup	Deputy Editor
Atlanta	Freelance Editor	Emily	Foley	Freelance writer
Atlanta	Good Day Atlanta - WAGA-TV	Kari	Dean	Producer
Atlanta	JEZEBEL - Modern Luxury	Elizabeth	Harper	Senior Managing Editor
Atlanta	My Curly Mess	Cynthia	Hernandez	Blogger
Atlanta	NaturalChica.com	Mae	Tapp	Blogger
Atlanta	The Atlanta Journal-Constitution	Helena	Oliviero	Features Writer
Atlanta	The Atlanta Journal-Constitution	Najja	Parker	Writer and Online Content Producer
Atlanta	The Atlanta Voice	Marshall	Latimore	Editor in Chief
Atlanta	The C Magazine	Brenda	Clemons	Writer
Boston	Boston Globe Magazine Online	Veronica	Chao	Editor
Boston	Boston Herald	Gretta	Monahan	Contributing Fashion Editor
Boston	Boston Magazine Online	Lisa	Weidenfeld	Senior Digital Editor
Boston	Boston Magazine Online	Abby	Bielagus	Lifestyle Editor
Boston	Metro Boston	Morgan	Rousseau	Managing Editor
Boston	The Boston Fashionista	Kristen	Uekermann	Blogger
Boston	The Bostonista	Kara	Weymouth	Blogger
Chicago	Chicago Defender	Deborah	Bayliss	Contributor
Chicago	Chicago Defender	Tia Carol	Jones	Managing Editor
Chicago	Chicago Magazine	Claire	Voon	Assistant Digital Editor
Chicago	Chicago SunTimes	Chloe	Herring	Contributor
Chicago	Chicago Tribune	Ellen	Warren	Answer angel
Chicago	Sophisticate's Black Hair	Jocelyn	Amador	Editor-in-Chief

Chicago	StyleChicago.com	Caitlin	Morocco	Writer
Chicago	The Everygirl	Alaina	Kaczmarski	Co-Editor
Chicago	Time Out Chicago	Morgan	Olsen	Staff Editor
Chicago	Women's Forum	Andrea	Metfcalf	Editor
Dallas	Culture Map Dallas	Nicole	Jordan	Contributor
Dallas	D Magazine	Caitlin	Clark	Online Managing Editor
Dallas	Dallas City Paper	Team		Team General Contact
Dallas	Dallas Observer	Silas	Allen	News Editor
Dallas	Dallas Post Tribune	Veronica	Zambrano	General Manager
Dallas	DFW Beauty Guide	Team		Team General contact
Dallas	Modern Luxury Dallas	Nadia	Dabbkeh	Associate Editor
Dallas	PaperCity Dallas Online	Chris	Baldwin	Digital Director
Dallas	The Dallas Socials	Betsy	Segars	Editor
Dallas	The Dallas Weekly	Shewanda	Riley	Columnist
Detroit	Daily Detroit	Jeremiah	Staes	Editor in Chief
Detroit	Daily Detroit	Shianne	Nocerini	Community Blogger
Detroit	Detroit Free Press	Nicole	Avery	Features Editor
Detroit	Detroit Style Review	Jessica	Simmons	Founder & Editor
Detroit	Fashion.Style.Detroit	Jamila	Williams	Blogger
Detroit	Michigan Chronicle	Roz	Edwards	Managing Editor
Detroit	The Detroit News Online	Pam	Shermeyer	Online Editor
Detroit	The Detroit News Online	Dawn	Needham	Digital News Editor
Houston	Culture Map Houston	Holly	Beretto	Contributor

Houston	Freelance Editor	Mai	Pham	Media Outlets Contributed To: Forbes Travel Guide, Texas Highways Magazine, Houston Chronicle, Houstonia Magazine, Houston Modern Luxury, Houston Citybook, Houston Press, Local Houston Magazine, Eater Houston, Eater National, My Table Magazine, Food Republic, Extra Crispy
Houston	Houston Chronicle	Joy	Sewing	Fashion & Beauty Editor
Houston	Houston Style	Rebecca	Briscoe	National Feature Writer
Houston	Houston Sun	Dorris	Ellis	Publisher / Editor
Houston	Houstonia Magazine	Najla	Brown	Contributor
Houston	Houstonia Magazine	Abby	Ledoux	Lifestyle Editor
Houston	Houstonia Magazine	Dianna	Wray	Managing Editor
Houston	PaperCity Houston	Meghan	West	Editorial Assistant
Houston	PaperCity Houston	Laurann	Claridge	Features Editor
Los Angeles	Avante Magazine Online	Anessa	London	Editor in Chief
Los Angeles	California Apparel News	Deborah	Belgum	Executive Editor
Los Angeles	Darling Online	Sarah	Dubbeldam	Editor in Chief
Los Angeles	Girlboss	Alison	Ives	Branded Content Editor
Los Angeles	Girlboss	Neha	Gandhi	Editor in Chief
Los Angeles	HYDROGEN	Sade	Adelekan	Creative Director & Managing Editor
Los Angeles	Los Angeles Times	Makeda	Easter	Staff Writer
Los Angeles	Nylon Español	Marty	Preciado	Editor in Chief
Los Angeles	Pret-a-Reporter - Hollywood Reporter	Carol	McColgin	Fashion & Beauty Director

Miami	Brickell Magazine	Sandy	Lindsey	Deputy Editor
Miami	Complot Magazine	Beatriz	Grande	Editorial Assistant
Miami	Complot Magazine	Ana Maria	Khan	Executive Editor
Miami	Glamour Latinoamerica	Isaac	Garrido	Editor
Miami	Glamour Latinoamerica	Valeria	Perez Fraga	Editorial Director
Miami	Miami Herald	Amy	Lipman	Assistant News Editor
Miami	Miami Herald	Team		
Miami	Miami New Times	David	Minsky	Contributing Writer
Miami	Miami Shoot Magazine Online	Ernesto	Poblacion	Website Editor
Miami	Modern Luxury Miami	Lauren	Loudermilk	Associate Managing Editor
National	Fashionista	Stephanie	Saltzman	Senior Editor, Beauty
National	Madame Noire	Brande	Victorian	Senior Content Director
National	The Root - The Glow Up	Starr	Rocque	Contributor
National	The Root - The Glow Up	Maiysha	Kai	Managing Editor
New Orleans	Freelance Editor	Anne	Roderique-Jones	Media Outlets Contributed To: Chronogram Magazine, Fathom, HowAboutWe, The Knot, The Nest, Redbook, Refinery29, Saveur, Sheckys, Wedding Channel, Woman's Day, YourBeauty, Zagat.
New Orleans	Glam & Uncensored	Erica	Katsanis	Blogger
New Orleans	NaturallyNex	Kineatra	Jenkins	Blogger
New Orleans	New Orleans Living	Christine	Fontana	Features and Celebrity
New Orleans	The 504	Caegan	Moore	Producer
New Orleans	The Louisiana Weekly	Renette	Hall	Publisher & Executive Editor

New York	Allure	Jihan	Forbes	Digital Hair Editor
New York	AOL	Morgan	Whitaker	Head of News
New York	Bustle	Kayla	Greaves	Fashion & Beauty Editor
New York	Cosmopolitan	Janell	Hickman	Contributing Beauty Editor
New York	E! News	Alanah	Joseph	Associate Editor
New York	Ebony	Joane	Amay	Beauty & Style Director
New York	ELLE	Nerisha	Penrose	Assistant Editor
New York	Essence	Julee	Wilson	Fashion & Beauty Director
New York	Fashionista	Leanna	Commins	Associate Editor
New York	Fashionista	Chanel	Parks	Freelance Editor
New York	Glamour	Tanisha	Pina	Freelance Editor
New York	Yahoo	Dana	Oliver	Beauty Director, Yahoo Lifestyle
New York	Hypebae	Robyn	Mowatt	Associate Editor
New York	InStyle	Laura	Reilly	Fashion & Beauty Ecommerce Writer
New York	Into The Gloss	Utibe	Mbagwu	Content Coordinator
New York	Into The Gloss	Ashley	Weatherford	Senior Editor
New York	Marie Claire	Maya	Allen	Digital Beauty Editor
New York	NY Mag/The Cut	Erica	Smith	Beauty Writer
New York	Nylon	Taylor	Bryant	Senior Editor
New York	R29 Unbothered	Danielle	Cadet	Managing Editor
New York	Refinery29	Aimee	Simeon	Beauty Editor
New York	Rolling Out	Angela	Robinson	Contributing writer
New York	SELF	Chanel	Parks	Social Media Manager
New York	Teen Vogue	Lara	Adekola	Freelance Editor
New York	The Zoe Report	Khalea	Underwood	Beauty Editor

New York	ThisThatBeauty	Felicia	Walker Benson	Editor-in-Chief
New York	Vogue	Naomi	Elizee	Contributor
New York	Vogue	Lauren	Valenti	Beauty Editor
San Francisco	Bay Area Fashionista	Cathy	O'Brien	Blogger
San Francisco	Freelance Editor	Victoria	Stanell	Contributing writer
San Francisco	LaPalme Magazine	Francesca	Greenwood	Editorial Director
San Francisco	Lisa Says Gah	Team		
San Francisco	Rue Mag	Kelli	Lamb	Editor in Chief
San Francisco	San Francisco Chronicle Online	Alyssa	Pereira	Culture Producer & Writer
San Francisco	SF Weekly	Nuala	Sawyer	News Editor
San Francisco	This + That Blog	Blair	Sullivan	Blogger
Washington D.C.	DC Life Magazine	Gigi	Smith	Managing Editor
Washington D.C.	DC on Heels	Mark	Heckathorn	Executive Editor
Washington D.C.	Over45Beauty	Lianne	Farbes	Founder & Editor in Chief
Washington D.C.	Rock Yo Rizos	Mel	Burgos	Blogger
Washington D.C.	Rockin' It Napptural	Kiianah	Johnson	Blogger
Washington D.C.	Sesi Magazine	Princess	Gabbara	Contributing Writer
Washington D.C.	STYLE'N	Naina	Singla	Blogger
Washington D.C.	The Curly Casualista	Shay	Lianna	Blogger
Washington D.C.	The Sensible Stylista	Kimberly	Kong	Blogger
Washington D.C.	The Washington Afro American	Micha	Green	Editor

Seeding
Regional and National

Affiliation	First name	Last name	Instagram
Menos Mas	Annya	Santana	https://www.instagram.com/annyasantana/?hl=en
Mad Regular Podcast	Tiffany	Charles	https://www.instagram.com/rosesplease/
Mad Regular Podcast	Sarah	Charles	https://www.instagram.com/saracharles_/
Team Epiphany	Susan	Morgan	https://www.instagram.com/suzay/?hl=en
BET, Producer	Tiffany	Ervin	https://www.instagram.com/tiffycrazycool/
Influencer	Tahiry	Bah	https://www.instagram.com/tahirybah/
Influencer	Ashley	Haines	https://www.instagram.com/ashdollarsign/
Influencer	Gabrielle	Richardson	https://www.instagram.com/fridacashflow/
Influencer	Alexis	Quintero	https://www.instagram.com/alexisq/
Fenty Savage	Tori	Johnson	https://www.instagram.com/nottori_/
Influencer	Helena	Amare	https://www.instagram.com/helenaamare/
Eliavintage/Influencer	Amber	Glaspie	https://www.instagram.com/amcakes_/
Blogger	Melody	Acevedo	https://www.instagram.com/melodyslife/
Model	Chloe	Vero	https://www.instagram.com/chloevero/
Model	Diana	Veras	https://www.instagram.com/mynamesdiana/
Yahoo/Influencer	Kennedy	Johnson	https://www.instagram.com/presidentkennedy/
Teen Vogue	Rajni	Jacques	https://www.instagram.com/rajni_jacques/
Influencer	Anajah	Hamilton	https://www.instagram.com/icecreameaterrr/
Influencer	Yohana	Zecarias	https://www.instagram.com/yohanaglobal/
NY Mag/The Cut	Nana	Agyemang	https://www.instagram.com/itsreallynana/
Blogger	Paige	Haynes	https://www.instagram.com/pgeeeeee/
Journalist	Marjon	Carlos	https://www.instagram.com/marjon_carlos
Alexander Wang	Lynette	Nylander	https://www.instagram.com/lynettesaid/?
Influencer	Monica	Hernandez	https://www.instagram.com/monicagreatgal/

Influencer	Samia	Hampstead	https://www.instagram.com/samiahamps/
Model	Jaycina	Almond	https://www.instagram.com/jaycina/
Influencer	Shay	Myrick	https://www.instagram.com/shay_lojay/
Freelance Beauty Writer	Simedar	Jackson	https://www.instagram.com/simedarjackson/
Influencer	Brenn	Lorenzo	https://www.instagram.com/brennzolorenzo/
Influencer	Kalysse	Anthony	https://www.instagram.com/kalysseanthony/
Influencer	Taylor	Jenee	https://www.instagram.com/_taylormade/
Influencer	Priscilla	Ono	https://www.instagram.com/priscillaono/
Blogger	Bri	Grantham	https://www.instagram.com/frizzybri/
Blogger	Meriah	John	https://www.instagram.com/meriahjohn/
Influencer	LaMia	Gholar	https://www.instagram.com/miaghogho/
Blogger	Sahara	Mendez	https://www.instagram.com/mendezisthatyou/
Model	Shereen	Mohammad	https://www.instagram.com/loveshereee/
DJ/Influencer	Brittany	Sky	https://www.instagram.com/brittanysky/
Jewelry Designer	Sade	Mims	https://www.instagram.com/sademims/
Blogger	Danielle	Darlynn	https://www.instagram.com/danielledarlynn/
Creative	Rana	Batyske	https://www.instagram.com/rana/
Influencer	Bre'jon	Patrick	https://www.instagram.com/brejonalyse/
Creative	Yendi	Reid	https://www.instagram.com/yendireid/
Photographer/Influencer	Renell	Medrano	https://www.instagram.com/renellaice/
IncorpHERated	Khiana	Lowe	https://www.instagram.com/khilowegram/
Influencer	Armina	Mussa	https://www.instagram.com/arminamussa/
Atlantic Records	Brianna	Agyemang	
Dallas City Paper	Leslie	Chatman	
Vogue	Naomi	Elizee	https://www.instagram.com/naomielizee/

The Wing	Deidre	Dyer	https://www.instagram.com/yung_oprah/
Stylist	Solange	Franklin	https://www.instagram.com/solangefranklin
Complex Style	Aria	Hughes	https://www.instagram.com/ariahughes/
Glossier	Cherie	Camacho	https://www.instagram.com/cheriecamacho/
Glossier	Kim	Johnson	https://www.instagram.com/kimjohnson._/
ELLE	Nerisha	Penrose	N/A
Prada	Candace	Marie	https://www.instagram.com/marie_mag_/
NY Mag/The Cut	Devine	Blacksher	https://www.instagram.com/devinemarieblacksher/
Freelance Beauty Writer	Siraad	Dirshe	https://www.instagram.com/sdirshe/
Stylist	Mecca	James-Williams	https://www.instagram.com/meccajw/
Man Repeller	Crystal	Anderson	https://www.instagram.com/beerbottles_chainsaws/
Refinery29	Anissa	Marin	https://www.instagram.com/anissamarin/
Fashionista	Leanna	Commins	https://www.instagram.com/queenleezy/
Glossier	Utibe	Mbagwu	https://www.instagram.com/_utibe/
Actress	Zora	Simpson Casebere	https://www.instagram.com/zorasc/
Blogger	Destiny	Joseph	https://www.instagram.com/isthisfate/?
Blogger	Joyjah	Estrada	https://www.instagram.com/joyjah/
Blogger	Simora		https://www.instagram.com/simplysimora/
Blogger	Valentina	Padilla	https://www.instagram.com/sunflowervalentine/
Chicago Defender	Tia Carol	Jones	N/A
Remy	Gena	Kimbrough	N/A
Host	Deanii	Scott	https://www.instagram.com/scottiebeam/
Influencer	Calah	Jones	https://www.instagram.com/calahjones/
Influencer	Elaine	Weltroth	https://www.instagram.com/elainewelteroth/
Influencer	Isata	Elizabeth	https://www.instagram.com/isataelizabeth/

Influencer	Jailyn	Hill	https://www.instagram.com/jaichill_/
Influencer	Simone		https://www.instagram.com/cocoaflowerr/
Influencer	Yaminah	Mayo	https://www.instagram.com/spicy.mayo/
Influencer	Zolee		https://www.instagram.com/zoleeg/
Liberty Fairs	Sharifa	Murdock	https://www.instagram.com/sharifasays/?hl=en
Model	Imani	Randolph	https://www.instagram.com/champagnemani/
Model	Xiara	Waller	https://www.instagram.com/xiarawaller/
Model	Mekdes	Mersha	https://www.instagram.com/mekdesmersha/?
OkayPlayer	Rachel	Hislop	https://www.instagram.com/amazingrach/
Soho House	Taneka	Stevenson	https://www.instagram.com/sweettts/
Teen Vogue	Tahirah	Hairston	https://www.instagram.com/tahairy/
Vogue	Chioma	Nnadi	https://www.instagram.com/nnadibynature/?hl=en
Yara Shahidi Hairstylist	Nai'vasha	Johnson	https://www.instagram.com/naivashaintl/
Noah	Estelle	Francis	https://www.instagram.com/thedreamawake/
Influencer	Ke'von	Ravenell	https://www.instagram.com/jadorekevondior/?hl=en
Influencer	Trinity	Mouzon	https://www.instagram.com/trinitymouzon/

Live Social Coverage

Affiliation	First name	Last name	Handle	Followers
Influencer	Samia	Hampstead	https://www.instagram.com/samiahamps/	66,700
Stylist	Mecca	James-Williams	https://www.instagram.com/meccajw/	5,848
Influencer	Shay	Myrick	https://www.instagram.com/shay_lojay/	1,382
Influencer	Tahiry	Bah	https://www.instagram.com/tahirybah/	7,010
Freelance Beauty Writer	Siraad	Dirshe	https://www.instagram.com/sdirshe/	6,726
Vogue	Naomi	Elizee	https://www.instagram.com/naomielizee/	6,863
Yahoo/Influencer	Kennedy	Johnson	https://www.instagram.com/presidentkennedy/	61,600
Noah	Estelle	Francis	https://www.instagram.com/thedreamawake/	4,107
Influencer	Helena	Amare	https://www.instagram.com/helenaamare/	3,262
Model	Chloe	Vero	https://www.instagram.com/chloevero/	18,300
Jewelry Designer	Sade	Mims	https://www.instagram.com/sademims/	2,157
IncorpHERated	Khiana	Lowe	https://www.instagram.com/khilowegram/	1,642
OkayPlayer	Rachel	Hislop	https://www.instagram.com/amazingrach/	2,473
Creative	Rana	Batyske	https://www.instagram.com/rana/	16,600

Influencer	Kalysse	Anthony	https://www.instagram.com/kalysseanthony/	26,100
Influencer	Ashley	Haines	https://www.instagram.com/ashdollarsign/	1,751
BET, Producer	Tiffany	Ervin	https://www.instagram.com/tiffycrazycool/	12,600
Team Epiphany	Susan	Morgan	https://www.instagram.com/suzay/?hl=en	4,496
Eliavintage/Influencer	Amber	Glaspie	https://www.instagram.com/amcakes_/	1,046
Blogger	Paige	Haynes	https://www.instagram.com/pgeeeeee/	18,300
Blogger	Sahara	Mendez	https://www.instagram.com/pgeeeeee/	32,100
Liberty Fairs	Sharifa	Murdock	https://www.instagram.com/sharifasays/?hl=en	22,300
Fenty Savage	Tori	Johnson	https://www.instagram.com/nottori_/	931
Creative	Yendi	Reid	https://www.instagram.com/yendireid/	1,829
Mad Regular Podcast	Tiffany	Charles	https://www.instagram.com/rosesplease/	532
Mad Regular Podcast	Sarah	Charles	https://www.instagram.com/saracharles_/	963
Photographer/Influencer	Renell	Medrano	https://www.instagram.com/renellaice/	273,000

Samia Hampstead
Influencer
https://www.instagram.com/samiahamps/

Mecca James-Williams
Stylist
https://www.instagram.com/meccajw/

Shay Myrick
Influencer
https://www.instagram.com/shay_lojay/

Tahiry Bah
Influencer
https://www.instagram.com/tahirybah/

Siraad Dirshe

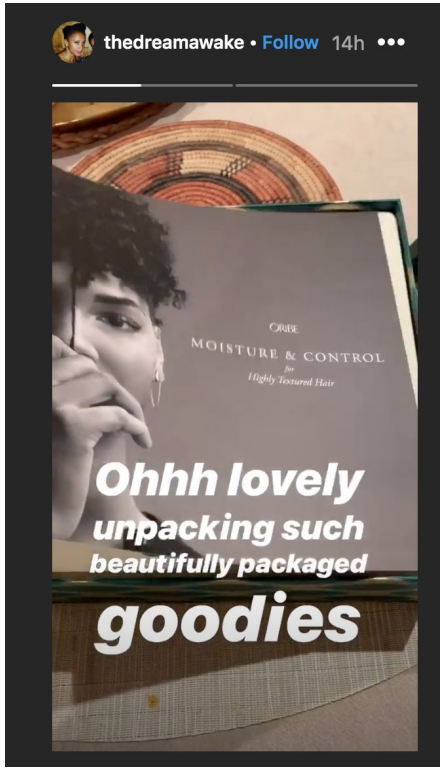
Freelance Beauty Writer

https://www.instagram.com/sdirshe/

Naomi Elizee
Assistant Market Editor, Vogue
https://www.instagram.com/naomielizee/

Kennedy Johnson
Host and Producer, Yahoo! Entertainment
https://www.instagram.com/presidentkennedy/

Estelle Francis
Co-Founder, Noah
https://www.instagram.com/thedreamawake//

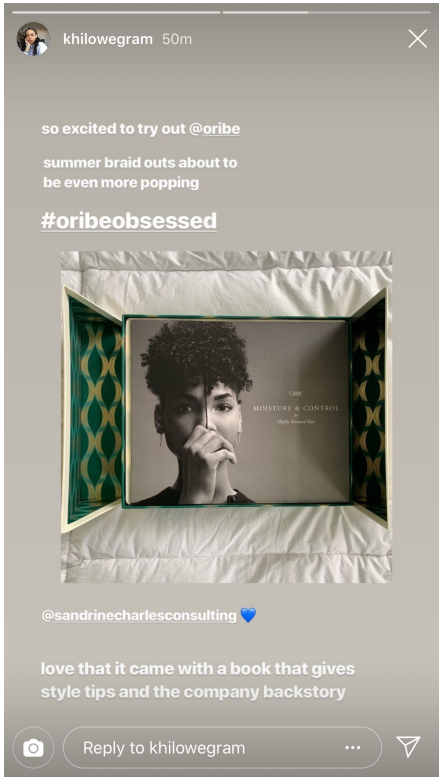


Helena Amare
Influencer
https://www.instagram.com/helenaamare/

Chloe Vero
Model
https://www.instagram.com/chloevero/

Sade Mims
Jewelry Designer
https://www.instagram.com/sademims/

Khiana Lowe
IncorpHERated
https://www.instagram.com/khilowegram/

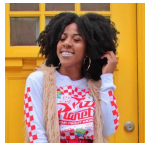


Rachel Hislop
Editor-In-Chief, OkayPlayer
https://www.instagram.com/amazingrach/

Rana Batskye
Creative
https://www.instagram.com/rana/

Kalysse Anthony
Model
https://www.instagram.com/kalysseanthony/

Ashley Haines
Influencer
https://www.instagram.com/ashdollarsign/

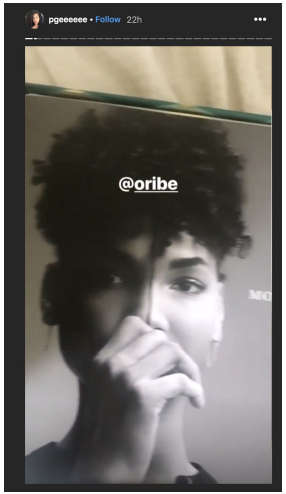


Tiffany Ervin
Producer, BET
https://www.instagram.com/tiffycrazycool/

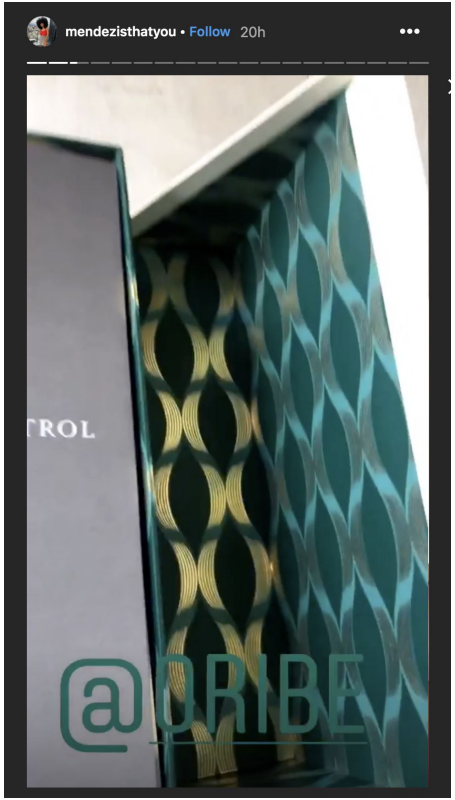
Susan Morgan
Team Epiphany
https://www.instagram.com/suzay/?hl=en

Amber Glaspie
Owner, Elia Vintage
https://www.instagram.com/amcakes_/

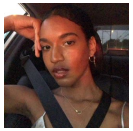
Paige Haynes
Influencer
https://www.instagram.com/pgeeeeee/



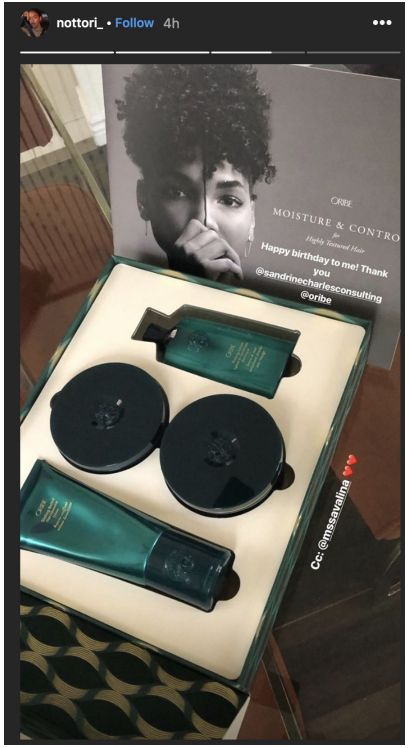
Sahara Mendez
Influencer
https://www.instagram.com/mendezisthatyou/



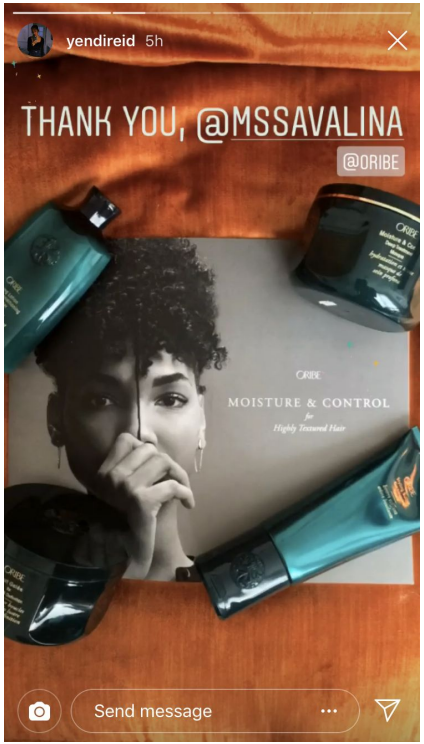
Sharifa Murdock
ENVSN Festival
https://www.instagram.com/sharifasays/?hl=en

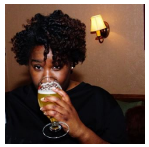


Tori Johnson
Fenty Savage
https://www.instagram.com/nottori_/



Yendi Reid
Creative
https://www.instagram.com/yendireid/





Tiffany Charles
Mad Regular Podcast
https://www.instagram.com/rosesplease/

Sara Charles
Mad Regular Podcast
https://www.instagram.com/saracharles_/

Renell Medrano
Photographer
https://www.instagram.com/renellaice/

THANK YOU.