

## Award-winning, natural haircare brand with \$23M+ in lifetime revenue & prestige retail placement



[melaninhaircare.com](https://melaninhaircare.com)

Boston, MA



Female Founder

B2B

Ecommerce

Consumer Goods

Retail

## Highlights

### VC-Backed

Raised \$250K or more from a venture firm

### Fast Growth

Revenue growing 2X/yr for at least prior 6 months

### \$5M+ Revenue

Earned over the last 12 months

- 1 \$23.5M in revenue generated with \$0 traditional advertising spend
- 2 \$106B global haircare market with a 10.4% CAGR
- 3 \$8M in 2024 sales revenue forecasted (not guaranteed)
- 4 2K retail doors globally including Ulta, Ulta at Target, Sephora, SpaceNK, Selfridges, & Cult Beauty
- 5 Led by a team from beauty's biggest names including Amika, Kristin Ess, Sunbum, Smashbox, & Briogeo
- 6 90 net promoter score (NPS) versus 24-57 average in beauty
- 7 The New York Times, Allure, Cosmopolitan, Cosmetic Executive Women, Glamour, & Elle features

## Featured Investors

**VMG**

Follow

Invested \$3,750,000 ⓘ

VMG is a leading investment firm that backs branded consumer product, service, and technology companies.

**Alisa Carmichael, Partner**

"We originally decided to support the Melanin Haircare team after being impressed with their understanding of and passion for natural hair. Whitney and Taffeta care deeply about the textured hair community and are invested in building a brand to meet the needs of the consumer."

**CircleUp**

Follow

Invested \$3,000,000 ⓘ

Founded in 2012, CircleUp is a privately owned company on a mission to empower entrepreneurs with the funding and support that they need to thrive.

**Pat Robinson, Managing Director, Rose Park Advisors [Formerly CircleUp]**

"Melanin Haircare caught my attention for two key reasons. First, Whitney White's leadership is both passionate and authentic. She has a deep understanding of the needs of her community and a clear vision for how Melanin Haircare can serve it. Second, Whitney developed products that are effective and delight consumers. The focus on natural, high-quality ingredients resonates with a growing consumer segment."

**Edward Elsna**  
Syndicate Lead

Follow

Invested \$5,000 ⓘ

"I am supporting Melanin Haircare as I am impressed with Whitney and Taffeta's knowledge and passion for natural haircare and the performance of their products, Whitney's impact on social media platforms and her ability to educate and convey the brands message and product performance. Professionally after 40 years of experience in manufacturing and brand development I have a high level of confidence in Melanin's supply chain as I have extensive experience and success with Melanin's primary vendors on a much larger scale and have previously validated their performance, quality, service level and cost effectiveness."

## Our Team

**Whitney White** Co-Founder & CEO

Natural haircare pioneer & game-changer. Social media influencer with 2.5M+ followers. 14+ years Beauty & Social Media Marketing experience. 16+ years Brand Identity & Strategy. Licensed cosmetologist. Bridgewater State University Graphic Design BFA.

**Taffeta White** Co-Founder & COO

Operations & law leader. 18+ years consulting & scaling businesses. Special focus on Business Process Outsourcing, Business Management, Consulting, & Law. Fitchburg State University Sociology BS. Northeastern University Law JD.

**Melanin Haircare Team** Director of Retail

Influential retail & beauty executive. 20+ years of Beauty Industry Leadership. Former Director of Sales at Amika and Regional Business Manager at Oribe Hair Care. Boston College Economics BA. NYU Corporate Sustainability Certificate.



## Melanin Haircare Team VP of Marketing

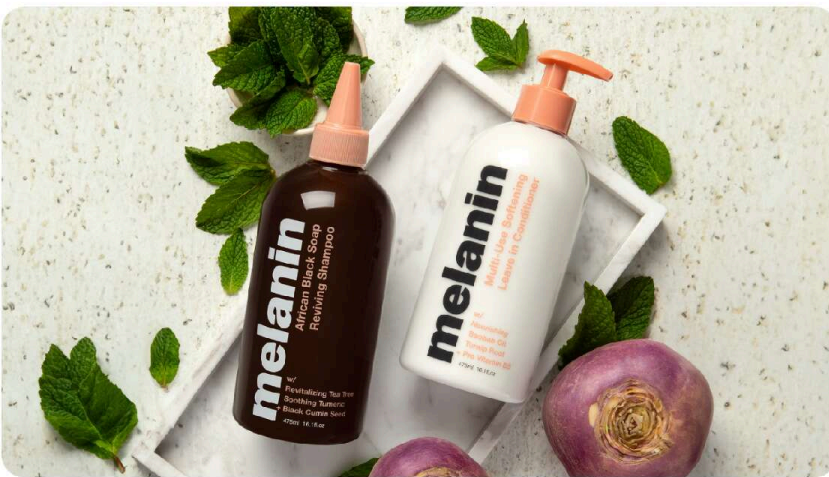
Brand and product marketing executive. 10+ years of Marketing experience with a focus on Brand & Product Marketing. Former Director of Brand Marketing at top haircare brands DevaCurl & brand incubator Maesa. George Washington University.



## Melanin Haircare Team Head of Operations

First-class operations & consumer product expert. 40+ years of experience in CPG. Previous VP of Operations at esteemed beauty brands Hourglass & Smashbox with operation roles at SunBum and Briogeo.

# why melanin haircare?



Co-founded by Whitney White, widely recognized online as Naptural85, Melanin Haircare was born out of the persistent demand from her community of over 2 million followers who craved reliable, natural haircare solutions that work.

With over \$23.5M in lifetime revenue and on track to hit \$8M in 2024 alone\*, it is clear that Melanin Haircare is the gold standard for luxuriously high-quality, natural haircare products that are effective and affordable.

Backed by leading VC's VMG Partners and Rose Park Advisors who have invested in renowned beauty brands like Function of Beauty, K18, and Drunk Elephant, Melanin Haircare is a rising leader in the \$106B global haircare market.

*\*Future projections are not guaranteed.*

# people spend \$93B on haircare products that *overpromise and underdeliver* every year

American women spend nearly a quarter of \$1 million on their appearance in their lifetime and a whopping 44% of Americans are taking care of themselves less in 2023 because it's so expensive.

Not only are natural haircare products pricey, they often contain subpar



ingredients and inadequate formulations that fall short of their promises – they just don't work. Despite their natural claims, they sometimes contain harmful substances that can strip hair of its natural oils and even cause hormonal and endocrine system disruptions.

## HARMFUL CHEMICALS HIDING IN CONVENTIONAL HAIRCARE



### BENZENE

Known carcinogen that can increase the risk of leukemia and other blood disorders



### FORMALDEHYDE

Carcinogenic preservative that can cause respiratory issues and skin irritation



### DIMETHICONE

Silicone that can trap impurities, leading to skin irritation and breakouts



### SODIUM LAURYL SULFATE

Harsh detergent that strips natural oils, causing dry, brittle hair and scalp irritation



### PARABENS

Preservatives suspected of disrupting hormone function and potentially linked to breast cancer and reproductive issues

This costly cycle of trial and error without results highlights a huge gap in the market.

**melanin haircare is the leading high-quality haircare line hair enthusiasts *want and need***





Melanin Haircare is a proven favorite among a dedicated customer base, repeatedly chosen for its naturally luxurious, affordable products that deliver on their promise. Melanin Haircare thrives on the community-driven demand for authentic, natural haircare solutions that work with a staggering 48% repeat customer rate compared to the 23% average in the beauty industry.

Over 65% of consumers seek clean beauty ingredients, that's why our formulations are made with high-quality, natural, and non-toxic ingredients meticulously chosen for their proven ability to nourish and enhance hair and scalp health.

our featured ingredients:  
**strengthening & growth**



**bamboo**  
hair strength



**fenugreek**  
hair growth



**hops**  
hair volume



**hemp seed**  
strength & growth



**amino acids**  
strength & growth



**rosemary**  
hair growth

**hydration & moisture**



**hyaluronic acid**  
moisture retention



**provitamin b5**  
moisture & shine



**baobab seed**  
deep moisture

**scalp & hair health**

**black cumin**

soothe &amp; condition

**argan oil**

condition &amp; restore

**pumpkin**

nourishment

**vitamin e**

hair &amp; scalp health

**banana**

condition &amp; strength

**sage**

stimulate

By offering high-quality, natural products at accessible prices, we've successfully transformed 2 million online fans into passionate customers.



With the entire wetline in over 2,000 beauty doors and \$23.5M+ in revenue in the first 6 years, Melanin Haircare proves that luxurious, natural hair care can be high-quality, effective, and affordable.

## **our grassroots approach** *sets us apart*

Melanin Haircare launched as a direct-to-consumer brand driven by the demand and enthusiasm of over 2 million online followers eagerly awaiting our products. This powerful community has become a critical part of our product development. Serving as an active and vocal focus group, these devoted fans provide real-time feedback that is essential for refining and perfecting our formulations.

*net promoter score*







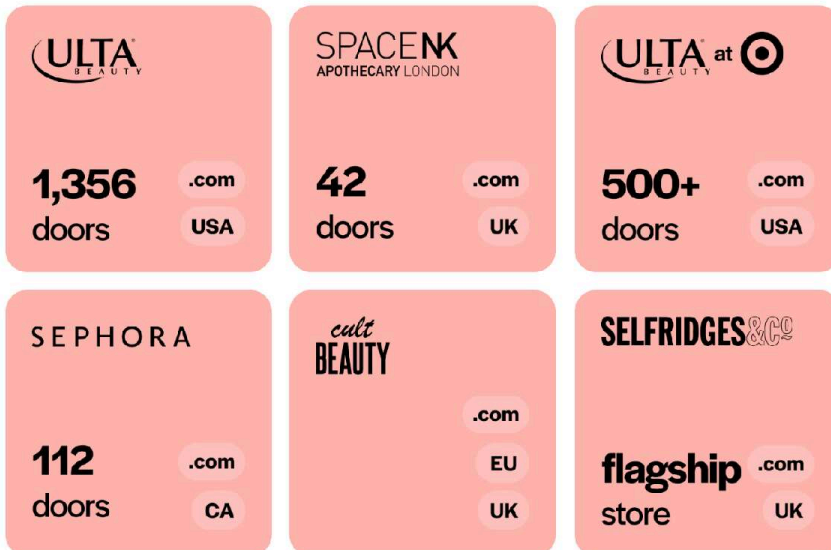
This grassroots foundation has resulted in an impressive net promoter score (NPS) – the likelihood that customers would recommend our products – of 90. We have reinforced trust with our community by prioritizing quality, focusing on developing a few exceptional products at a time, rather than an excessive array of substandard options.

Melanin Haircare has established itself as a dynamic leader in the \$106B haircare market with its community-driven innovation cycle.

*\$23.5M in lifetime revenue*  
**and global retail partnerships**  
**with all major prestige beauty**  
**retailers including *sephora, ulta,***  
***selfridges & co, and more***

Melanin Haircare became an instant sensation, achieving \$1M in sales in its first 12 months and catching the attention of major beauty retailers – all of whom approached us!

Melanin Haircare has organically achieved \$23.5M in lifetime revenue and established a strong retail presence with products readily available on the shelves of coveted, prestige domestic and international retailers - most notably, Ulta Beauty, Ulta Beauty @ Target, Sephora, Sephora Canada, Selfridges & Co, Space NK, and Cult Beauty. We are a staple at 2,000+ beauty doors and counting!



Our revenue growth has been achieved with \$0 traditional advertising spend, powered by word-of-mouth endorsements by our incredible community.

## customers *can't get enough...*

We have a vibrant community of dedicated enthusiasts who swear by our products. We pride ourselves on our rapid user growth, high retention rates, and consistently exceeding customer expectations.

### love at first wash



It was a luxurious feeling to wash my hair with this shampoo. It left my scalp feeling fresh and clean, plus the bottle's design allowed me to really get in there without wasting product. I am in love!

**luvia**

### finally, the best leave-in for my hair! 🥰



Sets the standard for what a leave-in Conditioner should be, imho. This is A MUST HAVE. I am so proud to have this, along with other Melanin Haircare products, on my bathroom shelf.

**felicia d.**

### best oil out there!



I love this oil, so lightweight and smells good! I always order more than one at a time. Feels so good on the scalp and skin ❤️

**taneshia r.**

## and the press *loves us!*

Melanin Haircare has captured the attention of beauty's biggest names. We are proud to be recognized with awards from influential beauty publications including Allure, Elle, PopSugar, Women's Health, Glamour, and Essence.

allure

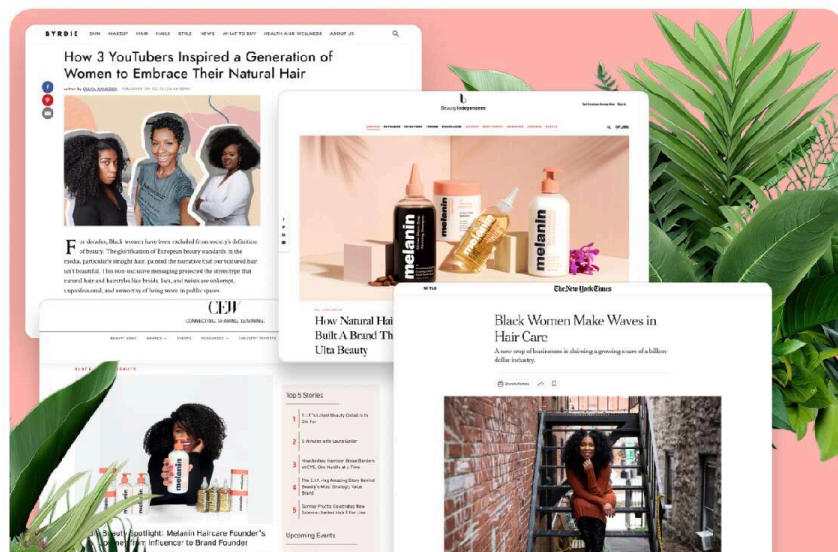
ESSENCE

POPSUGAR.

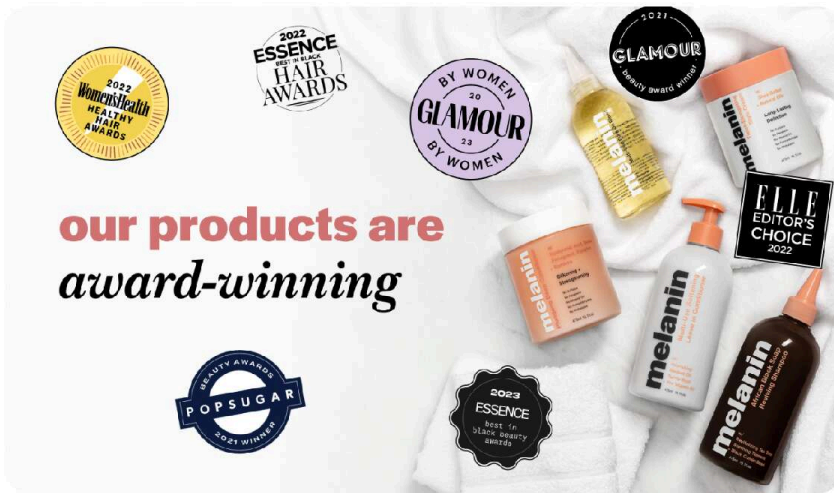
GLAMOUR

ELLE

Women'sHealth







**our products are  
award-winning**

*world-class team with \$650M in  
exits* **with beauty's biggest names**



**whitney white**  
co-founder & ceo

Acclaimed natural haircare pioneer & game-changer. Social media influencer with 2.5M+ followers. 14+ years Beauty and Social Media Marketing experience. 16+ years Brand Identity and Strategy. Licensed cosmetologist. Bridgewater State University Graphic Design BFA. Toni&Guy Academy.



**taffeta white**  
co-founder & coo

Operations & law leader with 18+ years consulting and scaling growth businesses. Special focus on Business Process Outsourcing, Business Management, Consulting, and Law. Fitchburg State University Sociology BS. Northeastern University Law JD.



naptural85

melanin  
haircare

Briogeo

maesa

WINKY LUX



AMIKA:

PATRICK TA

DevaCurl

smashbox

CROWN AFFAIR

mented

Our team is powered by seasoned talent from leading beauty companies including Amika, Kristin Ess, Sunbum, Smashbox, and Briogeo. Their passion, collective expertise, and drive for excellence shape our innovative approach to natural haircare.

# **the \$106B global haircare industry** **is booming with a 10.4% cagr**

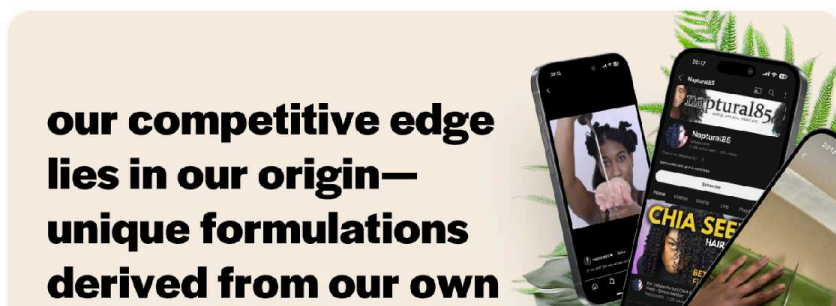
The global haircare market is experiencing explosive growth, driven by increasing consumer awareness and demand for safe, effective, and natural beauty products.



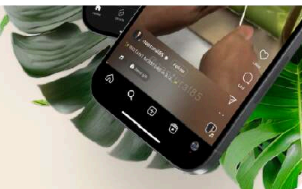
As more consumers seek out products that align with health-conscious lifestyles, the market is expected to see significant expansion in the coming years.



**our *unique formulations* born from diy recipes, are *one-of-a-kind***



**natural diy recipes that  
are truly one of a kind**



Acquired  
**\$500M**

**TATCHA**

Transforming traditional beauty with clean Japanese formulas using natural ingredients.

Acquired  
**\$450M**

**DevaCurl**

Pioneering the curly hair space with a premium, vegan, and inclusive product line.

**melanin haircare**

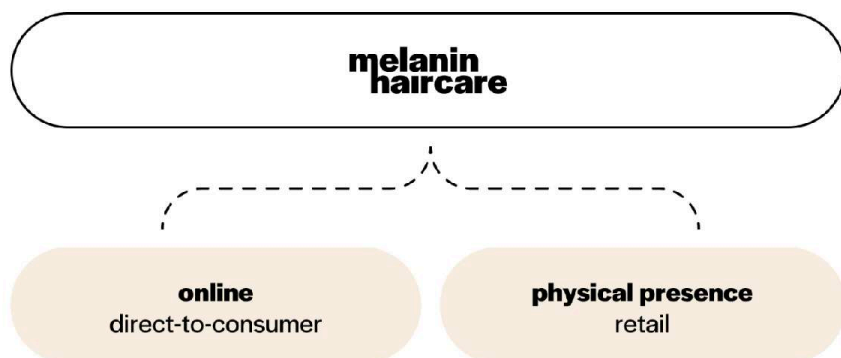
Democratizing access to high-quality and effective natural haircare, for all hair types, genders, and ages.

Disclaimer: The success of other companies is not a predictor of success of Melanin Haircare.

## **we're** *establishing a global footprint* **with prestige beauty retailers**

Our business model is a powerful combination of direct-to-consumer (DTC) sales and strategic retail partnerships.

Melanin Haircare launched online, initially targeting Whitney's community, and quickly expanded to the broader natural hair community. This DTC strategy allowed us to grow not only organically but quickly. By starting with direct-to-consumer, we fostered a loyal customer base that asked for Melanin Haircare in their local stores, in turn attracting the attention of the world's largest beauty retailers that have since become Melanin Haircare's primary revenue, on track to hit \$8M in 2024 revenue alone.



**where customers can find melanin haircare**



SEPHORA

SPACENK  
APOTHECARY LONDON

cult  
BEAUTY

SELFRIDGES & CO



# new products and a strategic marketing plan will lead to *explosive growth*

Over the past two years, we have focused on significantly scaling our production by transitioning to a larger manufacturer - one capable of meeting and exceeding our growing customer demand 10x.

This increase in production will ensure our expanding list of 2,000+ beauty retail doors are consistently fully stocked.

*Future projections are not guaranteed.*



Building on this momentum, we are launching new, highly-anticipated products and an expansive marketing plan designed to broaden our reach. Our goal is to connect and resonate with more communities by sharing our unique brand story and the magic of our ingredients.

## retail footprint *growth*

ica	SEPHORA	SEPHORA
	110	124
	at 	at 
	355	509
		609

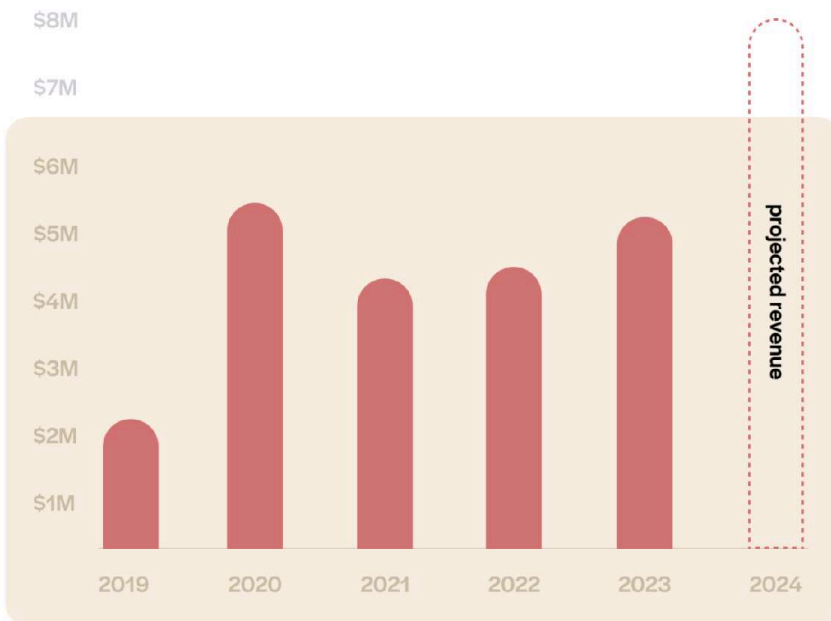
	North America				
	2020	2021	2022	2023	2024
ULTA	1,264	1,308	1,355	1,385	1,400
	1,264	1,308	1,710	2,004	2,133
International (UK)					
	2020	2021	2022	2023	2024
	0	0	30	31	31
SPACENK			30	30	30
SELFRIDGES				1	1

We are on track to realizing the full potential of Melanin Haircare while maintaining the high standards of quality and inclusivity that our community deeply trusts.

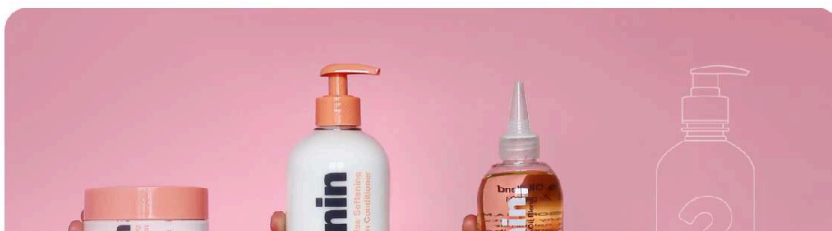
## we're on track to hit **\$8M** in revenue in 2024 alone

With our new production capabilities and facility, we estimate that we can reach \$7M+ in 2024 through B2B, with an additional \$1M in revenue through DTC, based on the sell-through of our initial five products alone. The introduction of new products in our pipeline is poised to unlock new market opportunities and boost our revenue growth even more.

## revenue growth



\*forward-looking projections not guaranteed





## invest in the *future of natural* *haircare* empowering communities worldwide

Community is at the heart and soul of Melanin Haircare, driving our innovative products and inspiring our mission. We are launching a community investment round because who better to share in our future than the very people who helped build this brand. The funds raised will help scale production and satisfy massive consumer demand.

With a tremendous community, and powerhouse VCs, invested in some of the biggest beauty brands behind us, we know what we are capable of achieving together—and this is only the beginning.

Invest in Melanin Haircare today and join alongside notable institutional investors VMG Partners and Rose Park Advisors. Together, we can empower more people to celebrate their natural hair with confidence.

**don't miss out,  
invest *today*.**

