

Press release

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Symrise invests in product innovation for textured hair from Infinite Looks

- Co-financing a capital increase of \$ 4.2 million in the growing segment of textured hair care
 - Expansion of market insight and joint development of tailored hair care products
 - Focus on products for active women with textured hair
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US-based startup Infinite Looks Inc. is looking to drive the dynamic growth of its athleisure hair care brand, Sunday II Sunday, its brand for the care of textured hair. Current investors Johnson & Johnson Innovation – JJDC, Inc. (JJDC) and Ignite Venture Studio are supporting the company growth together with Symrise, with a total sum of \$4.2 million in the scope of a Series A funding round. Symrise is taking this step to expand its expertise in the fast-growing segment of textured hair care, and to develop formulations that are perfectly adapted to the needs of active women. The current direct-to-customer business model of Infinite Looks presents an attractive opportunity to translate consumer desires directly into new cutting-edge products.

With its investment in Infinite Looks, Symrise is gaining specific insights into the market for hair and scalp care for active individuals with textured hair. Using the acquired expertise, the company intends to work with Infinite Looks to develop innovative products for this consumer group.

“With our investment in Infinite Looks, we have the opportunity to contribute and expand our expertise with ingredients and formulations for hair and scalp care in a fast-growing segment. We are delighted to be able to participate in this exciting market with our co-investors JJDC Ignite Growth Brands and the startup Infinite Looks,” explains Gabriele Vielhaber, Senior Vice President Global Accounts Cosmetic Ingredients at Symrise.

Fulfilling the consumer needs of active women with textured hair

40 percent of African American women in the US avoid physical activity because of challenges that it creates for their hair. Moreover, of the 75 million women in the USA who work out regularly, 67 percent have textured hair. Sunday II Sunday provides a solution for women who are looking to lead an active life style who previously felt held back by their hair.

Strong brand: strong partners

Sunday II Sunday products target this dynamic segment. The brand belongs to the aspiring young US company, Infinite Looks Inc., which is headed by experienced entrepreneur Keenan Beasley, one of the youngest executives to have led major consumer brands at P&G and L’Oréal in the USA. Keenan Beasley is also the Founder of Venture Noire, a nonprofit organization that supports Black entrepreneurs with the startup and growth of their companies.

“With Sunday II Sunday, we have created the first hair care brand specifically targeted to support active women with textured hair,” says Keenan Beasley, Founder of Infinite Looks. “We intend to strategically expand our innovative product line in this market with high growth potential. With JJDC, Ignite Venture Studio and Symrise, we have found the right partners to reach our ambitious goals.”

Ignite Venture Studio, Inc. seeks and supports ambitious companies in the beauty and digital health sector. “We always look out for forward-thinking business ideas with above-average growth potential,” explains Josh Ghaim, Managing Director of Ignite Growth Brands. “We were immediately intrigued by Sunday II Sunday’s innovative products. The brand is actively improving the lives of women with textured hair by allowing them to lead their fullest lives.”

About Symrise:

Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.

Its sales of € 3.5 billion in the 2020 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an integral part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

www.symrise.com

Media contacts:

Bernhard Kott

Phone: +49 55 31 90-17 21

Email: bernhard.kott@symrise.com

Christina Witter

Phone: +49 55 31 90-21 82

Email: christina.witter@symrise.com

Social media:

twitter.com/symriseag

youtube.com/agsymrise

instagram.com/symriseag

instagram.com/symrise.ci

linkedin.com/company/Symrise

xing.com/companies/symrise

instagram.com/finefragrancelogories_bySymrise

Blog: <https://alwaysinspiringmore.com>