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News Release

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**Innovative Beauty Group Brand Incubator**

**Launches Curly Hair Care Line in France**

***Available at Monoprix stores across France, Curls Matter celebrates every curl type with a range of simple, effective and natural hair products.***

*Paris, France –* **Innovative Beauty Group’s (IBG)** brand incubator, **IBG Lab** - the brand development segment of the leading global beauty solutions provider - has launched **Curls Matter,** a transformative hair care line dedicated to celebrating and enhancing curly hair. Designed to cater to every curl type—from loose waves to tight coils—Curls Matter aims to redefine the hair care market with tailored, high-performance solutions. The product line is now available at 150 Monoprix stores across France, ensuring accessibility for curly-haired consumers.

Rooted in inclusivity and individuality, the brand offers a three-step system—Wash, Treat, and Define—crafted to meet the unique needs of curly-haired individuals. Each product is formulated with premium, naturally derived ingredients that nourish, protect, and define curls, promoting overall hair health and vitality.

Highlights of the Curls Matter line include:

* **Tailored Curl Solutions:** A comprehensive range of products, including shampoos, hair masks, and styling essentials like curl sprays and creams, designed to meet the specific needs of different curl patterns and hair concerns.
* **Sustainable Design:** Thoughtfully crafted packaging made with at least 30% recycled plastics and designed for recyclability, reflecting Curls Matter’s commitment to reducing environmental impact.
* **Vegan, Natural Formulas:** All products are vegan, free from silicones and mineral oils and formulated with a minimum of 90% natural ingredients, ensuring gentle, effective care for curly hair.
* **Award-Winning:** The collection recently won a Bronze Indies Days Award from *Cosmétiquemag* in the Skincare and Shampoo category.
* **Community Connection:** Curls Matter is supported by dynamic social media initiatives, providing a platform for users to share their stories, exchange tips, access tutorials and expert advice, and engage with a thriving community of curl enthusiasts.

“Our mission at IBG has always been to develop products that inspire confidence and empower individuals to embrace their unique beauty,” said Xavier Leclerc de Hauteclocque, CEO of Innovative Beauty Group. “Curls Matter was born out of a deep understanding of both the challenges and the joys of curly hair. We’re thrilled to introduce solutions that not only enhance curls but also celebrate the natural beauty of diversity.”

To learn more about Curls Matter, visit [www.curls-matter.com](https://curls-matter.com).

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**About IBG**

IBG (Innovative Beauty Group), comprised of Orchard Custom Beauty, FASTEN Packaging and Roberts Beauty, is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. IBG supports its customers with agile project management expertise combined with innovative design, sourcing, formula development, bespoke packaging, and accessories for all product categories.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Shanghai, Los Angeles, New York, Toronto, the Netherlands, and Paris.

For more information, visit <https://innovativebeautygroup.com/>.