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**Innovative Beauty Group Brand Incubator Partners with Family Dollar to Launch Elevated Haircare Line**

***New Crown Hair Society haircare series coming to Family Dollar stores will offer luxury haircare products at affordable prices.***

*Toronto, Canada –* **Innovative Beauty Group’s (IBG) Brand Incubator**,the brand development segment of the leading global beauty solutions provider, has partnered with value retailer **Family Dollar** to launch an elevated haircare line. Named **Crown Hair Society**, the 9-product assortment features a versatile range of shampoos, conditioners, hair treatments, and oils designed to offer a luxury haircare experience at an accessible price point. Ranging in price from $5-6 USD per item, the haircare line will be exclusively available in over 7,500 Family Dollar stores nationwide beginning in July.

The Crown Hair Society collection is designed to give hair the royal treatment. Inspired by fan-favorite hair products, all items in the series are formulated with high-quality, nourishing ingredients tailored to specific hair types. Consumers can enhance the look of their locks based on individual hair needs without breaking the bank. Products in the collection are vegan, cruelty free and free from parabens.

The product offerings include:

* **Color Care Shampoo:** A shampoo infused with rosemary oil, vitamin E, and protein complex that helps lock in nutrients and restore color-treated hair.
* **Color Care Conditioner:** A conditioner made with argan oil, aloe vera, and vitamin E that revitalizes hair with ingredients that work together to restore hair’s moisture content, giving it a healthy and vibrant appearance.
* **Hydrating Shampoo:** Featuring niacinamide, aloe vera, and avocado oil, the shampoo works to leave hair feeling clean and looking shiny.
* **Hydrating Conditioner:** A hydrating conditioner made with coconut oil, aloe vera, and vitamin E that helps restore moisture and shine to the hair.
* **Curl Enhancing Shampoo:** A shampoo infused with nourishing argan oil and grape seed oil to enhance the bounce, shine, and manageability of curls.
* **Curl Enhancing Conditioner:** Enhances curl definition, elasticity, shine, and manageability for bouncy curls. Made with aloe vera, vitamin E, and keratin.
* **Anti-Frizz Treatment:** Infused with aloe vera, vitamin E, coconut, argan, and jojoba seed oils, the spray treatment tames frizz, adds shine, and promotes smoother, more manageable hair.
* **Leave-In Treatment:** A weekly leave-in treatment infused with aloe vera and vitamin E that helps to combat frizz and maintain hair health.
* **Bonding Oil:** An ultra-lightweight, concentrated formula comprised of rosemary oil, argan oil, and vitamin E that effectively restores and moisturizes all hair types.

“At IBG, we're passionate about developing high-quality, innovative beauty products that are accessible to all,” said Jennifer Raphael, CEO of Innovative Beauty Group North America. “The Crown Hair Society line epitomizes that, ensuring that anyone can indulge in salon-quality products at an attainable price, without compromise. We are excited to see the positive impact these products will have on customers' haircare routines."

"We are thrilled to team up with IBG to bring the Crown Hair Society line to our customers as this collection embodies our commitment to providing high-quality, affordable products to our shoppers," said Steve Biehl, Vice President of Private Brands. "We are confident our customers will love the luxurious experience these haircare products offer, without the luxury price tag.”

The Crown Hair Society line is the second launch in the collaboration between IBG and Family Dollar, following its successful October 2023 Levitate Beauty skincare line introduction.

IBG’s brand incubator was created to cultivate a portfolio of brands in collaboration with strategic partners, and to promote the development of unique beauty concepts. The brand incubator designs and develops exclusive brands in the following capacities: 1.) in synergy with major retail partners to fill white- space opportunities and offer exclusive distribution, 2.) alongside an influencer or celebrity to bring their exclusive beauty brand to life, 3.) develop IBG’s own brands for multi-channel distributions through retailers and/or direct-to-consumer, or, 4.) invest in existing early-stage brands to fuel expansion.

For more information about the Crown Hair Society line at Family Dollar, visit [crownhairsociety.com](http://www.crownhairsociety.com/).

To learn more about Dollar Tree and Family Dollar, visit [corporate.dollartree.com.](https://corporate.dollartree.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/>.