



Hair care disruptor Hairstory wins new investment to push forward with sustainability

### Description



Hairstory, an American-based disruptor hair care brand, has landed a minority investment from equity investor Summit Partners. The brand's core product, New Wash, was developed without the use of detergents in an effort to stop consumers from over-washing their hair. Founded by a team of hair care

veterans in 2015, the company believes that cleansing the hair without shampoo is healthier for the hair and scalp, and better for the environment.

Read the full article at: [www.cosmeticsbusiness.com](http://www.cosmeticsbusiness.com)

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