

WULL
HAIR CARE

Brand Presentation

Australian Made

Cruelty Free

Vegan





Black Founded & Owned

Malian-born, American-raised, Naturalised Australian entrepreneur with a deep understanding of haircare and commerce.

Leveraging the power of brand, marketing and communications to build both authority and community among a broad, yet targeted niche of affluent consumers.

15 years professional experience across hospitality, technology and retail promotion consulting.

B.A. Intl Relations & Business

ACCOR

BIGW

Uber

ovolo HOTELS

Singapore TOURISM BOARD

MARRIOTT

Our Story

Australian-Made Lazy-Proof Haircare

It Started With A Cream & Dream…

THE IDEA: Wuli's (*Wuh-lee*) started with a question: Can an all-natural, plant-based formula deliver effective daily maintenance for Curly & Wavy hair care? Answer: Yes!

THE INSPIRATION: Brylcreem – your parent's go-to hair styler.

THE INNOVATION: A plant-based, gender-neutral and active ingredient-rich formula with no grease, no synthetic/artifical ingredients, nor generic scent.



THE VISION: A brand that makes curly & wavy hair care lazy-proof. A simple and effective addition to wellness routines.

THE MISSION: Our goal to our community is to…

- Awaken new personal maintenance habits that tell the world "YOU MATTER".
- Encourage self-confidence for achieving salon-quality hair every day, at home.
- Unmask the value and efficacy plant-based formulas can make to better haircare and better wellness

Definition of Wuli

MEANING: (Verb) To awaken one's inner beauty and confidence

FULL WORD: Latin; Wuli-Gyona | Dialectal: Wuliɲɛna

ORIGIN: Mali (Bambara Dialect)

The Shark Tank Effect

We were featured on Shark Tank Australia with over 500,000 viewers tuning in



AS SEEN ON SHARK TANK

VIEW EPISODE

Stats: Aired on national Australian TV (and 10Play) | 500+ orders with AU$70 AOV achieved | 2.5k+ Email Subscribers

Note: *Deal was declined post-production due to limited business development value offered by Shark.*

Brand Positioning Statement

Where does Wuli sit among the noise?

For busy people who want to effortlessly embrace their curls, Wuli is what their natural crown craves. Offering plant-powered, Australian-made formulas that nourish, define and style curly and wavy hair, results are achieved in minutes, not hours. Unlike competitors with complex routines, Wuli makes salon-quality results at home lazy-proof. Trust in Wuli for affordable, vegan and cruelty-free products safe for the whole family.



Did you know…

"65% of Australian women and 55% of Australian Men have curly/wavy hair, and are not happy with their product options?"

That's 15.3M Aussies!



Introducing Lazy-Proof Curly & Wavy Hair Care

Wuli (*Wuh-lee*) delivers gender-neutral styling products offering all-day hydration & moisture.

Australian Made

Vegan

Curly Girl Friendly

Plant Based

Cruelty Free



How It Works

Our lazy-proof products work in 3 ways to deliver instant, epic results

Curly and Wavy (i.e. Textured) hair, ranging from Type 2A to 4C, requires lasting hydration and moisture for optimal styling. To achieve this, our research has concluded that plant-based ingredients are the best solution as they naturally penetrate and bind to textured hair. Once applied, results are visible in minutes, and are retained for at least 24 hours.

Our Styling Products Work in *3 Ways:*

1

Hydrate

Water retention is vital to great curly & wavy hair health.



Our formulas utilise ingredients that attract and bind water, including aloe vera, shea butter, nettle leaf and vitamin B5.

2

Moisturise

Moisturisation makes wavy and curly hair management easy and reduces knots, breakage and and frizz.

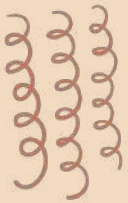


Our products seal the cuticle of curly and wavy hair with argan oil, jojoba oil, olive leaf extract, marula oil and castor seed oil to promote long-lasting moisturisation.

3

Define

Effective definition gives curly & wavy hair great style. It brings to life the hair's finest state.



By applying Wuli's Curl Cream, Balms or Sea Spray, curly and wavy hair definition is achieved in up to 3 steps versus the conventional 6-step routine.







In Market Performance



Does It *Really* Work?

THE PROOF IS IN THE CURL: See what curly girls have to say



Nirvana - The Academik
35.5K Followers



Tiana Theoo
18K Followers



KimmyGrace_
17K Followers

Exclusive to Priceline Range

Our 4 best-selling products for styling curly & wavy hair









Product	SEA SALT SPRAY	CURL CREAM	SHINE BALM	SEA SPRAY REFILL
Size	200ml / 6.8 fl oz	120g / 4.2oz	100g / 3.5oz	500g / 16.9oz
RRP	$44.95	$44.95	$44.95	$54.95
What is it?	Frizz-taming, moisture locking hair re-freshener	Deep moisturising and hydrating leave-in conditioner.	Soy wax-based flyaway setter with light glossy finish.	2.5x the volume. Eco-friendly and value-conscious refill.
Who is it for?	All Curly, Wavy, Thicker hair types	All Curly, Wavy, Thicker hair types	Wavy, Fine, Flat and Limp hair types	All Curly, Wavy, Thicker hair types
No. Active Ingredients	6	12	9	6
Shelf Life	3 Years	3 Years	3 Years	3 Years

COMPETITIVE ADVANTAGE SUMMARY

What makes Wuli the better choice?

WULI HAIR CARE



- All Formulas Australian-Made
- Ingredient Transparency
- Boosts Hair Health
- All Natural Fragrances
- Low-Maintenance Hair Care
- Hydrates & Moisturises
- Founder-Led Brand
- Gender-Neutral



- Synthetic Fragrances
- Animal-Based Ingredients (ex. Bees Wax)
- Main Origin: Overseas
- All Aesthetics, Limited Nutrition
- Reliant on Synthetics & Silicones
- Easy Product Build Up

WULI VS. COMPETITION

How does Wuli's Shine Balm stack up to the competition?

	 Wuli	 American Crew	 Urbane Mess	 Bearded Chap	 got2b	 Thin Lizzy	 Sun Bum	 Tigi
Australian-Made	✓	✗	✗	✓	✗	✗	✗	✗
Active Ingredient Count	9	0	6	1	0	0	7	1
Plant-Based (No Silicones / Parabens / Synthetics)	✓	✗	✗	✗	✗	✗	✗	✗
Vegan	✓	✗	✗	✗	✗	✗	✗	✗
No Synthetic Fragrance	✓	✗	✗	✗	✗	✗	✗	✗

WULI VS. COMPETITION

How does Wuli hero product (Curl Cream) stack up to the competition?

	 Wuli	 Georgie Mane	 Hair Boss	 Maui Moisture	 Shea Moisture	 Cake	 Noughty	 Hask
Australian-Made	✓	✓	✗	✗	✗	✗	✗	✗
Active Ingredient Count	12	4	6	5	10	5	6	4
Plant-Based (No Silicones / Parabens / Synthetics)	✓	✓	✓	✗	✓	✗	✗	✓
Vegan	✓	✓	✓	✓	✗	✓	✓	✓
No Synthetic Fragrance	✓	✗	✗	✗	✓	✗	✗	✗

WULI VS. COMPETITION

How does Wuli's Sea Salt Spray stack up to the competition?

	 Wuli	 Sun Bum	 John Frieda	 Toni & Guy	 Fudge	 Bearded Chap	 Schwarzkopf
Australian-Made	✓	✗	✗	✗	✗	✓	✗
Active Ingredient Count	6	3	1	2	3	0	2
Plant-Based (No Silicones / Parabens / Synthetics)	✓	✓	✗	✗	✗	✓	✗
Vegan	✓	✓	✗	✓	✗	✗	✗
No Synthetic Fragrance	✓	✗	✗	✗	✓	✗	✗

Consumer Insights

5,000+ online quiz respondents reveal who is the Wuli customer



86%
Customers Identify Female



88%
Have Ear- or Should-length Hair



75%
Wear Rock Natural Curly / Wavy Hair



60%
Aged 41 or over



80%
Have Issues With Flyaways & Hair Setting



40%
Purchased To Maintain Kid Curls

$85
AOV

We Have A Strong Social Community

Wuli has earned a strong organic following on Instagram – 24.3K followers & growing - with strong engagement

24.3K

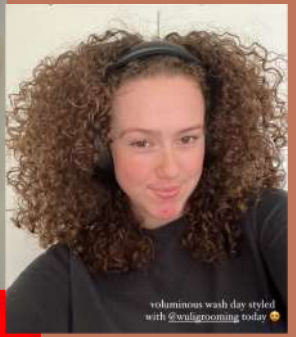


24.3K Instagram Followers

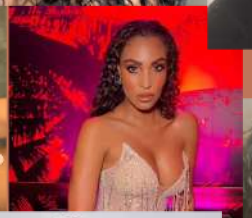
9.8K TikTok Followers
11.4K TikTok Likes
145K+ views

8.56K email subscribers











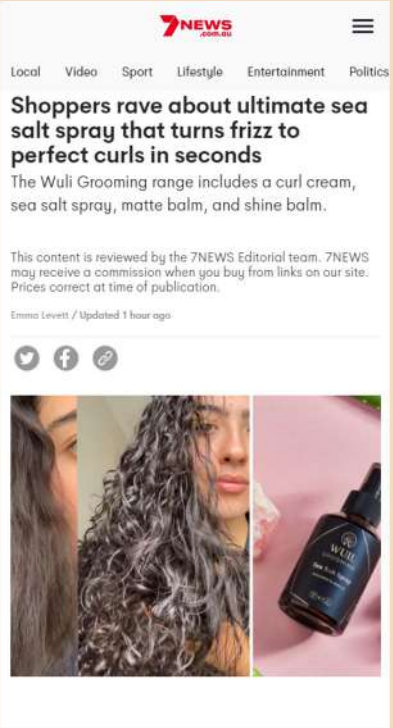




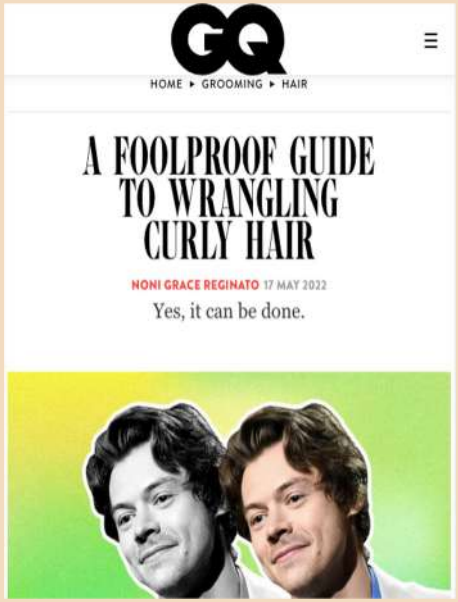
Growing Media Coverage

Embraced & Praised by the Press

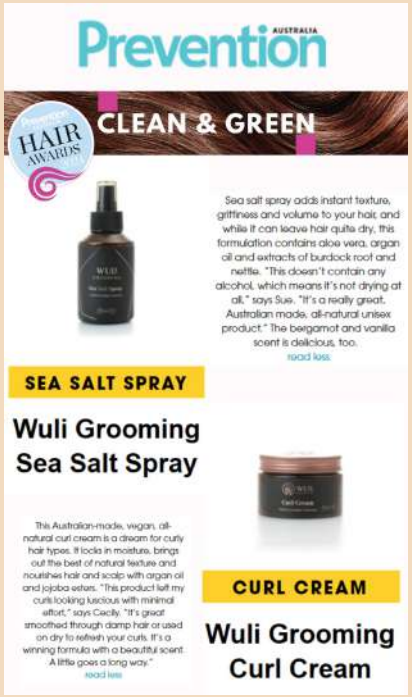
7News
2.5M Monthly Visitors



GQ
215K Monthly Visitors



Retail Beauty
235K Monthly Visitors



Retail Beauty
21K Monthly Visitors



Customer Love

Our customers post-trial regularly share positive experiences across social media

Oliver T. Verified Buyer 6 days ago

★★★★★

Literally magic

This stuff is amazing, my hair is normally too frizzy to work with without deep conditioning. This curl cream does the same thing but better and smells fantastic too. Can't recommend it highly enough, it's the best hair product I've used

Bottom Line: I recommend this product

Was



Ashleigh Chan

I ordered this for a friend after I saw it on shark tank! She loves it! I accidentally entered my address instead of hers at the checkout and when I contacted Wuli to change it the customer service was exceptional! Will be ordering again!

Yennifer Alvarez G. Verified Buyer about 1 month ago

★★★★★

Best spray ever!

I really loved it, I use it every day to refresh my hair, and of course after washing it, and how beautiful and soft is it right now!! And always with an amazing smell

Bottom Line: I recommend this product





Amali G. Verified Buyer about 1 month ago

★★★★★

Best Curl Cream ever!!!

Having thick, curly hair I have tried just about every product on the shelves and this is by far the best. The Wuli Curl Cream does not leave your hair feeling heavy and full of product like other curl creams, but instead defines my curls nicely whilst leaving my hair feeling light. I 100% would recommend this product to everyone!!

Bottom Line: I recommend this product

THANK YOU

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