

Say Hi to Curl Up

India is the one-stop destination for many when it comes to enhancing our physical attributes, be it our skin, gut health or hair. Nobody is neglected when it comes to the care of our crown: our hair. Maintaining the mark of Desis having the most gorgeous hair amongst humans, Ahalya Kosal Ram brings a new 'twist' for everyone to rejoice upon.

Creation of Curl Up

'Curly Hair, Don't Care' is a phrase far from reality, yet, proud to share the world of Curly-Girl Approved products in the Indian scenario, the brand new line 'Curl Up' is a budget-friendly option for all Indians wishing to embrace their natural hair.

Belonging to Chennai, Kosal shares her story and the struggles she had faced with textured hair to The New Indian Express: "Growing up we've been doing exactly those things that we are not supposed to do like dry comb your hair, shampooing more often than required and not conditioning enough or not at all."

Kosal came across the Curly Girl Method while she was residing in the United States for about a decade with her husband, who shares the trait of textured hair as well. "The Curly Girl movement began in the US in the early 2000s so they are a market that's almost two decades ahead of us." says Kosal, explaining how the majority of people in the US know how to care for their hair type.

Wanting to spread the awareness to India as well, the duo researched and formulated Curl Up within a span of three years. They thank the the Indian Curly Hair blogger community, mentioning that they were tremendous pillar of support. "Kudos to them for helping us from the start by giving us the requirements for the product, trying out our test samples and giving feedback about the same during the formulation phase without whom our product wouldn't have been what it is today." mentions Kosal at the official Curl Up website.

A Positive Response

Suma Amujuri, an upcoming name in the curl community, feels elated to be one of the first to try the products out. "I really appreciate the brand coming up with products specifically for curly hair because in India brands are skeptical to launch just one product for curls" Amujuri mentions in her review for Curl Up. "Most Indians have textured hair but because of our beauty standards this is a revolutionary step to take" she adds.

It can be a struggle to find the perfect products for textured hair, and being in the Eastern world adds on to the hunt. Curl Up proves to be a 'Pocket-friendly bundle,(Rs.1600 approx for 3 products versus for one international CG product). It is made in India #desibrandsfordesicurls but works as well as other international brands.' mentions blogger and curl enthusiast Pallavi Juneja, in her blog 'The Curious Jalebi'.

Being a boon for curls in the subcontinent, the Curl Up range is not only 100 % Sulfate, Paraben and Silicone-free, but also organic as it believes that 'Naturals is the way of life'. A cruelty-free brand without any harmful ingredients, the line currently includes just three products, which complement together perfectly: A Shampoo, Conditioner and a Leave-in Cream.

Keeping it Clean: The Curl Moisturizing Shampoo

The Curl Moisturizing Shampoo is a no-nonsense product for any curly wanting to start out with their hair journey. Free from sulphates, silicones and parabens, Curl Up adds the benefits of moisture in a shampoo meant to clarify your scalp from the previous week's buildup.

Argan and coconut oil are two key ingredients which do the job right when it comes to moisturizing. Indians are made familiar with coconut oil since they were kids, and no wonder as it is known for its healing properties, both on your scalp, and in your food. Argan oil on adds up to the familiarity of coconut oil with its essential nutrients and anti-inflammatory compounds.

Being curl-friendly, the shampoo does not strip away your natural oils too much, yet cleansing it gently.

Strengthen the twist: Curl Hydrating Conditioner

When it comes to conditioners, detangling is the main activity which surrounds it. Many may argue that wet hair are brittle and should not be combed. Well curls have it the opposite, and it works wonders for us.

The slip from any conditioner is great for removing those small annoying knots which are sprinkled throughout our hair. The Curl Hydrating Conditioner has flaxseed extracts, which gives enough protein to the hair strands as you comb them clean.

Hold in the Moisture: Curl Defining Cream

Suitable for any textured hair type, the Curl Defining Cream does secure the moisture in after a tiring wash. The difference? Wavies will be able to get away with a small amount, while curls and coily haired people can be as generous as required.

The conditioner is blessed with the organic ingredient, Shea Butter. The high concentration of fatty acids and vitamins gets soaked into the hair strands, smoothening it out. However, everything been taken with a grain of salt, shea butter is a rich and promising with its benefits, yet it can get heavy for looser curl types, mostly 2A's. A simple way to eliminate this problem is to mix the product with water for a lighter use, and of course, more product to you!

The 'Scrunch Method' is advised by the team of Curl Up to get the perfect definition. Scrunching is a method of styling your curls after applying the curl cream. By far the most common way to scrunch is to bend down and let your hair dangle. Then, use your palms to bring the clumps up to your head and squeeze each hair piece. This acts as a catalyst for forming curls once they're drying.

For people who love the 'hold' (the crunchiness gels give), you must be wondering whether you will need an additional gel to have the crunch all week long or not. The Curl Defining Cream is good enough for re-applying on damp hair as well, thus a gel may not be necessary for 3A to 3c curls.

In a gist, Ahalya Kosal Ram has revolutionized how Indians perceive hair textures. The range of Curl Up is becoming the first bundle of hair love for many curls. A definitive positive acceptance towards waves, curls and coils are bound to come up in the future, and people like Kosal are great contributors to the same cause.

