

*NEED TO KNOW:
RACHEL DINKIN'S*



RACHEL INDIRA HAIR CARE



Meet Rachel Dinkins, CEO and Founder of Rachel Indira Hair Care. A hair care line free of toxins, vegan and organic.

“I wanted to create a haircare line that would hydrate, rejuvenate and revive the hair...to help empower women through beauty, health and elegance.”

Rachel Indira Hair Care started during the pandemic to help women doing their hair at home, when the salons were closed. It was an immediate hit, and she sold out within 48 hours of launching her online store. Rachel’s inspiration comes from confidence and inner beauty. Her favorite products are the Intense Hydrating Shampoo and Volumizing Shine Spray. She plans to expand the brand online and in stores.

**Follow Rachel: www.rachelindira.com
IG: [@rachelindirahaircare](https://www.instagram.com/rachelindirahaircare), Twitter: [@rachelindiralle](https://twitter.com/rachelindiralle)**

By: Amber Jade Weldon