

## Simran Sainani Is Leading India's Curl Revolution with Curl Care

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When Simran Sainani launched Curl Care, she wasn't just starting another hair-care brand. She was fighting a long-standing beauty narrative — one that treated curls as “problems” rather than a natural hair type worth celebrating. Today, through Curl Care, she's building a movement: one that empowers Indians to embrace their natural curls.

### From Personal Struggle to Purpose-Driven Brand

Simran's own journey sparked the idea. For years, she straightened or chemically treated her curly hair to fit traditional beauty norms. But during the 2020 lockdown, she took a bold decision: she would let her hair be natural. That experiment introduced her to the difficulties many “curlies” face — frizz, dryness, lack of suitable products.

That personal experience — plus research and determination — drove Simran to found Curl Care. Her goal was simple yet radical in India: create cruelty-free, curl-friendly hair care solutions tailored for wavy and curly hair.

### Curl-Friendly Solutions for Real Indian Hair

Curl Care addresses common issues for curly and wavy hair — dryness, frizz, manageability — without resorting to harsh chemicals. Their product range includes items like an “Untangled Shampoo,” a hydrating conditioner, and a “Define & Shine Curl Cream,” all formulated with gentle, effective ingredients.

Beyond products, Curl Care offers **personalised consultations** and expert guidance. Their focus is not just cosmetic — it's educational. They aim to guide users on building routines that respect their hair's natural texture.

### Riding a Rising Wave: Market Reality and Demand

Simran's timing may have been more than just personal intuition. According to recent industry insights, a growing segment of Indian consumers — especially wavy and curly-haired individuals — are seeking haircare products made for their hair texture. Many are increasingly open to personalised products, leave-in treatments, and haircare routines beyond traditional oils and shampoos.

Curl Care's niche positioning — cruelty-free, curl-specific, educative — thus met a real, under-served need. The brand's growth suggests that India's haircare narrative might be shifting, slowly but surely.

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