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Hair Salon Launches ‘Good As-Is’ Natural Hair Care Brand for “Rough” Hair
Never Nappy Hair Salon Presents a New Natural Hair Line for Coarse 4c Hair.

Brooklyn, NY: Today at CURLFEST® – the world’s largest natural beauty festival – Never Nappy announced the immediate availability of ‘Good As-Is,’ the new natural hair care brand designed for coarse 4c hair, enabling customers to complete orders on their website. ‘Good As-Is’ products are shampoo, hair oil, conditioner, and rose water. Prices for items range from \$8-\$20.

“The world is catching up to what we’ve always known. Coarse 4c hair is good as is,” said Latifah Morris, CEO at Never Nappy.

Positive Customer Impact

Customers have already benefited from trying ‘Good As-Is’ Lisa Grace, a lawyer, tested the ‘Good As-Is’ products at CURLFEST® and was pleasantly surprised.

“I love how my hair immediately feels more moisturized and invigorated without removing my curl pattern. You see products that promise 4c hair will be straighter, more manageable, and prettier,” said Lisa Grace. “But it’s all lies. 4c hair is the best there is. It’s versatile, and it comes with a story. And it doesn’t need to be manipulated to be pretty.”

Product Availability

‘Good As-Is’ is cutting-edge hair care designed for coarse 4c hair as part of Never Nappy’s commitment to providing quality hair products and services to Black women. The line is available for immediate purchase at nevernappy.com.

Founded in 2023, Never Nappy is steadily growing its presence within the haircare community and is being embraced due to its mission to fuel love for 4c hair while dismantling the stigmas surrounding it. The company offers a wide range of products and services designed to make every Black woman with coarse 4c hair love their hair with flair.

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Backgrounder

Never Nappy, LLC is a new hair salon tailored to Black girls and women aged 3+ with kinky, tightly coiled, and coarse hair, known as 4c. Created by self-made hairstylist Latifah Morris and located in Brooklyn, NY, the salon works with all income levels and has styles to fit any occasion. Never Nappy is for Black women who miss the old ways of salon haircare and hate the new prices, rules, and overall environment. It puts community over cost and works to restore the good days of Black haircare.

In the context of hair, the word nappy is derived from the offensive phrase “nappy-headed,” and is a derogatory way of referring to a Black person’s hair when in its natural state. Never Nappy has a goal to change those feelings by giving Black women with 4c hair a feeling of pride. Hair salons today are hesitant to accept 4c hair “as-is” due to its rougher texture. Stylists will ask you to wash, blow dry, and manipulate the hair before you come, not wanting to put the time or attention into doing one of the most important parts of their job: maintenance. Never Nappy will cater to your hair in its natural state ensuring it’s as healthy as possible.

Fact Sheet

- Never Nappy Hair Salon launches new hair care line ‘Good As-is.’
- Starting products include shampoo, conditioner, hair oil, and rose water.
- Prices range from \$8-\$20 and items can be purchased at nevernappy.com.
- Never Nappy is a hair salon tailored to coarse 4c hair exclusively.
- Never Nappy’s mission is to remove the stigma from coarse 4c hair while providing quality products and services to Black women.
- Services include basic care (washing, trimming, etc.), natural hairstyles (twist-outs, press n curls, etc.), protective hairstyles (braids, sew-ins, etc.), and education (how to prevent damage, how to ensure you’re getting enough moisture, etc.).

Client Advice

To get the best out of long-form promotional content, I recommend that Never Nappy engage in both brand and sponsored content. When researching two other hair salons in the same location –

[Bohemian Soul Natural Salon Boutique](#) and [Bojoul Self Care](#) – each sells one product (or one bundle), and both salons utilize personal websites and social media pages. Bohemian Soul has an [Instagram](#), and Bojoul has an Instagram and a [Facebook](#). Being that Never Nappy is a start-up salon, it would make the most sense to have social media pages in addition to the website as your clientele is still growing. I also think you should expand beyond Instagram and Facebook to create TikTok and YouTube. Videos – long and short form – are becoming increasingly popular compared to photos. The addition of social media will allow you to reach a broader audience with a mix of self-promoted, paid promotions, and client-promoted posts similar to how [Crissel New York Hair Salon](#) accomplishes its business. This is how I see Never Nappy getting the best promo that it deserves.