



Press Release

April 2, 2025

Rooted in self-expression, göt2b expands into curled product innovation and announces celebrity hair stylist partnership to target a new set of consumers

göt2b®, Henkel’s trend-setting styling and color brand, announces new Curled product portfolio and introduces celebrity hair stylist SherriAnn Cole as new “Curled Brand Ambassador”

Stamford, CT

Henkel’s göt2b® hair color and styling brand is thrilled to announce it has broken into the curly hair space with a brand new Curled line targeted specifically for the curly consumer. göt2b is a purpose-driven, emotionally relevant brand that has always stood for emboldening unapologetic self-expression and they are excited to connect with a new branch of consumer that is largely Gen Z. Styling and curls are continuing to have a moment, and this was the perfect time for göt2b to introduce their newest innovations with göt2b Curled.

Consumer insights show that more consumers are leaning into their natural hair textures and wearing their hair curly, but many are still seeking their holy-grail products. göt2b has long been the leader in hold with their iconic ‘glued’ line, and now the curly consumer can enjoy the benefits of bouncy, healthy, and defined looking curls - with göt2b Curled. With this new line, göt2b aims to be the go-to relevant brand that Gen Z can connect with through their curls. göt2b Curled launched with three products - Flexible Curl Foam, Curl Defining Jelly and Styling Cream - to provide styling solutions for each curl pattern.

In an effort to educate consumers on this new line, göt2b has enlisted celebrity hair stylist SherriAnn Cole as their new göt2b Curled Brand Ambassador. Based in Los Angeles, SherriAnn is known as a premier multi-hyphenate when it comes to hair - as she demonstrates a range of mastery and flexibility in styling multiethnic hair care. She is driven by a passion for hair, combined with creativity and a relentless pursuit of excellence that transcends beyond a styling moment. SherriAnn boasts a strong list of celebrity clients such as Yara Shahidi, Kelly Rowland, Ayesha Curry and more, and göt2b is thrilled to be partnering with her to share the magic of göt2b Curled.

"göt2b has always represented ‘being whoever you want to be’ and we’re thrilled to bring this ethos to the curly consumer," said Linda Lin, Head of Consumer Hair at Henkel. "Social media has played a

great role in encouraging consumers to embrace their natural hair textures, so it was time for us to evolve with that knowledge and take the technology of our glued line to produce curly products that truly perform. SherriAnn is an expert in her own field, and has valuable experience with a variety of hair textures which will enable us to not only tell, but show consumers the true point of difference of göt2b Curled."

"I'm so excited to be working with göt2b, a brand I've loved and genuinely used for years! As someone who truly values finding products that help people embrace their natural curls, partnering with göt2b Curled feels like the perfect fit. I identify with the brand's ethos of 'being whoever you want to be' and I'm thrilled to be reaching out to the curly community with this message! The curl industry has evolved so much over the years, and I look forward to joining göt2b in spreading awareness and education along with my personal tips and tricks around their new line of Curled products." - SherriAnn Cole, celebrity hair stylist

As a brand, göt2b's mission has always been to enable its consumers to break free from society's expectations. The brand's selection of forward-thinking, trendy hair colors and styling products empower people to switch up their looks, self-experiment and self-express without limits so that they feel free to be whoever they want to be. göt2b is excited to be working with SherriAnn Cole to spread education and awareness across the brand's new Curled line, in addition to collaborative digital and social media brand activations. To follow along, stay tuned to [@got2busa](#) and [@therealritabee](#).

göt2b Curled Flexible Curl Foam, Curl Defining Jelly and Styling Cream retail for \$9.99 each and are currently available on [Amazon.com](#) and in-store and online at retailers nationwide.

About Henkel in North America:

Henkel's portfolio of well-known brands in North America includes all®, Purex® and Persil® laundry detergents, Snuggle® fabric softeners, Dial® soaps, Schwarzkopf® hair care, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.5 billion US dollars (6 billion euros) in 2024, North America accounts for 28 percent of the company's global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](#) and on X [@Henkel_NA](#).

göt2b Contact:

Carolanne Coviello, Creative Media Marketing
Phone: 212-979-8884
Email: carolanne@cmmpr.com

Henkel North America Contact:

Erica Cooper
Phone: 475-232-4973
Email: Erica.cooper@henkel.com
