

NyFASI

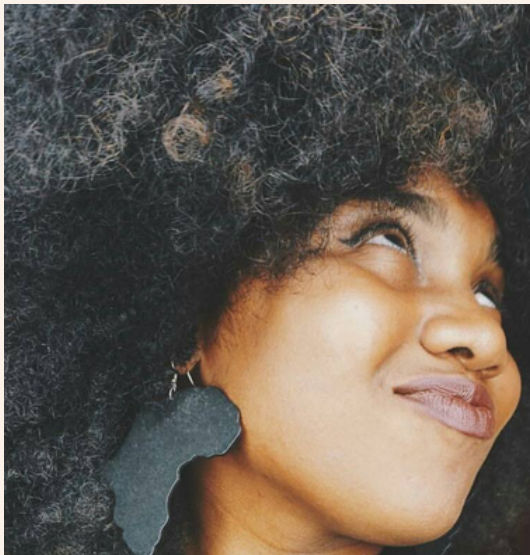


DELUXE DETANGLER





NV/FASI  
Thriving with joy





# OUR STORY

In 2014, our founder Dr Youmna Mouhamad was an au pair caring for a vibrant girl named Hazel. Hazel had voluptuous, thick, curly hair and would cry every time it was being conditioned and detangled. Youmna's earliest memory of hair care is of her chatting and laughing with her sisters while her mother braided her hair. Following a cultural tradition, her mother would dip a comb in a mixture of water and oil, which makes detangling less painful. She wanted Hazel to experience the joy of natural hair by changing her hair care experience to a joyful and bonding moment where she connected with her mother just like she did with hers. Under the slogan "the joy of natural hair", Nyfasi aims to redefine hair care as a joyful experience that empowers children, men and women to appreciate their hair in all its glory.

## OUR FOUNDER



Dr Youmna Mouhamad has a bachelor's degree in Chemistry /Physics, a master's in Physics, and a PhD in polymer physics. She has six years of experience as a research engineer in printing and coating and contributed to two patents. Her contribution to her community and as an innovator has been acknowledged by the many awards she won:

- Chwarea Teg Womenspire STEM 2020
- Royal Academy of Engineering Enterprise Fellowship 2020
- Talents from French Overseas 2021
- Top 50 Women in Engineering 2022
- F: Entrepreneur iALSO 2023

## DELUXE DETANGLER

Nyfasi Deluxe Detangler is more than a detangling comb. Its patented (UK) mechanism coats textured hair with conditioner while the wide-tooth comb detangles it. In or out of the shower, this salon-grade detangler detangles in less time and with no pain. By enabling easy detangling, fast application, and even distribution, it transforms hair care into a loving mother-daughter bonding moment or enjoyable self-care for women. It has won the iF Design Award 2022 and the GOOD DESIGN award 2023.



PATENTED  
TECHNOLOGY



RESERVOIR &  
COMB



WIDE-TOOTH  
COMB



ERGONOMIC  
SHAPE



Length: 15 cm  
 Width: 15 cm  
 Depth: 8 cm  
 Weight: 200 g

NY/FASI



# BENEFITS & FEATURES



**Apply and distribute:** our patented mechanism enables simple, effective application and distribution of the product. To apply, bring the roller in contact with the hair; just like a ball pen, the roller rotates and applies product to the hair. Locally apply product to tangle and knots, making them easier to detangle, brush through and save up to 30 minutes.



**Wide-tooth comb:** Strong, long, widely spaced teeth guarantee an effective detangling while minimising damage, promoting length retention and aiding in removing shed hair. The smooth tip of the wide teeth protects your scalp.



**Award-winning design:** The ergonomic shape of the cover and its soft touch finish provide a comfortable hold while maintaining a good grip on wet or dry hands. Well-engineered locking mechanism secures the cover and reservoir comb, preventing spillage and stains on clothes. No need to press, squeeze or push to apply.



**No product waste:** The roller helps distribute the product as you comb, enabling even uniform distribution of the product on the hair, helping you save your product.



**Easy to clean:** The cover, roller and comb can be taken apart for effective cleaning. Rinse with an under tap or shower. For more thorough cleaning, use warm water and soap.



**Versatile:** It can be used as a detangler or styling tool. Use with mousse to get defined bouncy curls. As you apply, strands are clumps in their natural shape and the mousse set style. It can be used with various viscosities, from a rich conditioner to a milky leave-in conditioner. It is not intended to be used with thin oils, liquids, butter, or thick conditioners.



# COMMUNITY-LED INNOVATION

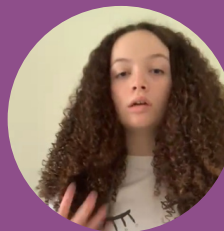
The Deluxe detangler was developed by women for women. From the ideation to the product and packaging development, we engaged with 50 women to ensure that the Deluxe Detangler brings value and offers the best user experience.



It's a very innovative product and the design is great - the ways it feels and the way it works - it detangles with ease.



I use this on my daughter... She was like, Mommy, wow, that's amazing. I don't feel any pain.



This detangler is absolutely amazing... I got so many compliments about my curls.



Putting detangling and conditioning into one step saves so much time!

## OUR PURPOSE

Dr Mouhamad had the idea of the Deluxe Detangler in 2017. For two years, she struggled to realize her idea but convinced by her potential; she sought the services of a holistic coach. In this space, she broke her limiting beliefs and built the discipline and mindset necessary to pursue her dream. This is why she wants to contribute to freeing the potential of the next generation. 5% of the profits will be donated to offer individual coaching to young people and set them on a great path to living a joyful, purposeful life.





# DR ZOE WILLIAMS



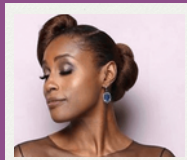
Dr Zoe Williams is a television personality. She appears as the resident doctor on This Morning, ITV's weekday morning programme. Youmna had the opportunity to meet Zoe while speaking at World Afro Day. She demonstrated the Deluxe Detangler. They recorded the video below, which Zoe shared with her 119K Instagram followers. In her own words, "This is genius."



# FELICIA LEATHERWOOD

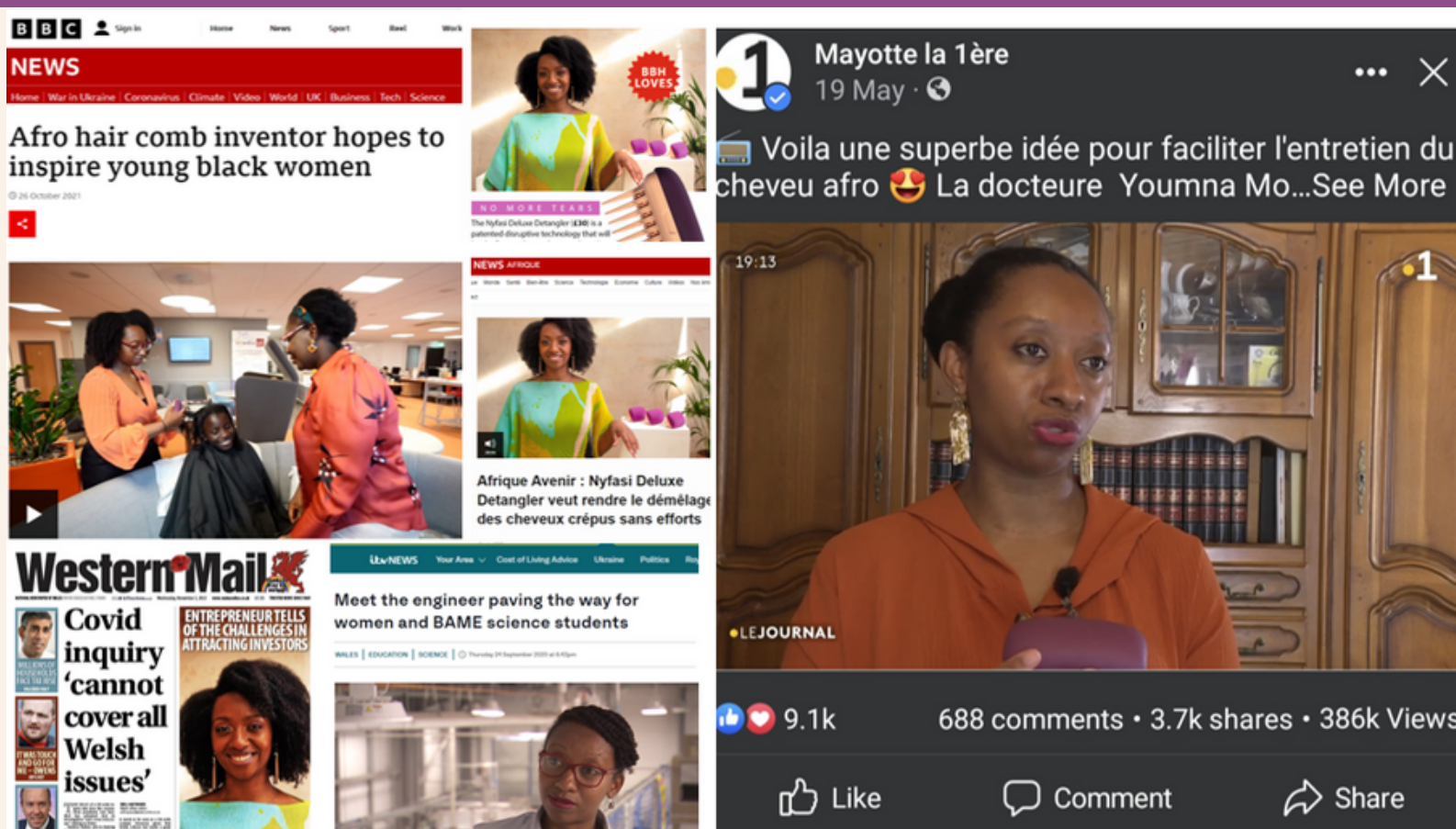


Felicia is the world's leading celebrity stylist and educator regarding textured hair. Her styles have been featured on high-profile Hollywood celebrities such as Issa Rae, Viola Davis, Ava Duvernay, and many others. Below are some of her styles. She is the lead hairstylist in Insecure an HBO TV show. In her own words, "I love it; it is classy, it is top notch".



# PRESS

Nyfasi has a compelling story and purpose. It attracts PR opportunities and invited talks.



BBC

itv

france•tv

BBC  
NEWS  
AFRIQUE

The  
Guardian

Black  
beauty  
& hair for women who want to look amazing

*let's stay in touch*



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