

Ny/FASI



DELUXE DETANGLER

# 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. 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

## 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. It transforms hair care into an intimate moment when mothers connect with their daughters and an enjoyable self-care moment for women. In addition, it won the iF Design Award 2022.



PATENTED  
TECHNOLOGY



RESERVOIR &  
COMB



WIDE-TOOTH  
COMB



ERGONOMIC  
SHAPE



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

NY/FASI



# 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.



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



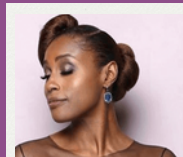
Dr Zoe Williams is a television personality. She appears as the resident doctor on This Morning, ITV's weekday morning programme. Youmna had the opportunity to meet Zoe while speaking at World Afro Day. She demonstrated the Deluxe Detangler. They recorded the video below, which Zoe shared with her 119K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





*Let's stay in touch*



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Nyfasi\_UK



00447553524487



y.mouhamad@nyfasi.com

