



l'angeTM

ABOUT US



Purpose

We exist to provide quality,
high-performing hair care solutions at
accessible prices, so people of all
backgrounds, generations, and lifestyles can
celebrate their hair.



Vision

We aim to create a future where beauty becomes a positive and obtainable experience for all.



Mission

We encourage women everywhere to embrace their true selves. It's our mission to create expert hair care inspired by all women, and make it accessible for every hair type, need, & goal.



Over **10 Million**
customers served

Meet Our Founder

Growing up without a female role model for hair care, Dalia taught herself to style and care for her own hair. After having two daughters with vastly different hair types and finding a gap in the market for salon-quality, affordable solutions, she founded L'ange in 2017 with a commitment to inclusivity and accessibility.



l'ange

EXISTING RETAIL PARTNERS

L'ange Hair began exclusively as a DTC e-commerce brand. We have strategically expanded our retail footprint by leveraging the following partnerships:

United States

Ulta: Online + All 1,400+ Doors
Target: Online + 1,800 Doors
Walmart: Online + 4,000+ Doors
Urban Outfitters: Online
Anthropologie: Online
Amazon: Online

Mexico

Ulta Beauty Mexico: All doors
Amazon.com.mx: Online

United Kingdom

Amazon.co.uk: Online

Canada

Shoppers Drug Mart: Online + 1,200+ Doors
Walmart Canada: Online + 402 Doors
Loblaws: 80 Doors
Amazon.ca: Online

HERO PRODUCTS



HERO
PRODUCT



AXIATM

HaloRingTM Hair Dryer

- Under 1 lb
- Circular airflow design
- 7 colors
- Magnetic wall mount
- Memory function



HERO
PRODUCT



TURBOSTYLE

All-in-One Air Styling & Drying System

- 5-in-1 system
- Universal voltage
- Quiet brushless motor



HERO
PRODUCT



LE VOLUME

2-in-1 Titanium Brush Dryer

- Adds volume like a salon-style blowout
- Ionic technology
- Available in 3 barrel sizes
- Combination synthetic & nylon bristles



HERO
PRODUCT



LE DUO

360° Airflow Titanium Styler

- Curls and straightens
- Cooling vents instantly lock in style
- Floating titanium plates with rounded edges
- Ergonomic construction



PRESS BY THE NUMBERS



100+
press hits from
January–May 2026



Placements

spanning roundups, gift guides,
dedicated features, sale coverage,
syndication, and newsletters

amazon

ULTA
BEAUTY

Coverage

across Amazon, Ulta, and DTC
links driving discoverability at
every major retail touchpoint

Syndication reach

through Yahoo!, AOL, and MSN
multiplying exposure into the
hundreds of millions of unique
monthly visitors

yahoo!

AOL

msn



Award:

Best Blow-Dry Brush — Cosmopolitan
2026 Holy Grail Beauty Awards

Product:

L'ange Le Volume 2-in-1 Titanium
Brush Dryer

Editor spotlight:

Jasmine Hyman, Cosmopolitan's assistant beauty editor, tested dozens of hair tools for the awards and named Le Volume as the winner. Her dedicated review describes achieving smooth, bouncy hair in just 10 minutes. She noted the brush had been going viral on TikTok and put it to the test — it lived up to the hype.

Ripple effect:

The win generated a dedicated Cosmo feature article, plus syndication to AOL (244M+ UVPM) and Yahoo! Shopping (2M+ UVPM), and a Cosmopolitan newsletter feature — massively amplifying the award's reach.

What it means:

Cosmo's Holy Grail Awards are their biggest annual beauty awards. Editors spend 12 months testing hundreds of products across every category to select winners. Le Volume earned the award based on efficacy, price, and ease of use — beating out dozens of competing tools.

PRESS HIGHLIGHTS

Notable recent placements include:

BAZAAR

Harper's Bazaar — Le Volume named "Best for Volume" among the 10 Best Hair Dryer Brushes (May 2026)

the
Strategist

The Strategist (New York Magazine) — Le Volume named "Best Lightweight Blow-Dryer Brush" (March 2026)

InStyle

InStyle — Le Curl named "Best Overall Curling Wand," first product in their roundup (April 2026)

COSMOPOLITAN

Cosmopolitan — Dedicated feature article on Le Volume blow-dry brush (May 2026)

People

People — Le Volume named "Best Overall, Less Expensive" hot air brush (April 2026)

TODAY

TODAY — Le Volume ranked as a top blow-dry brush in hands-on testing (May 2026)

- Products regularly featured alongside **Dyson, T3, and Shark** in head-to-head comparisons



BY THE NUMBERS

(SOCIAL & COMMUNITY)



1.2 Million+

Followers

1.1 Million

Likes



753k+

Followers



150 Million+

Views

206+

influencers worked with annually

113+

UGC creators annually

156+

Affiliates annually

2,000+

live streams annually

20 Million+

Views



REVIEWS & CUSTOMER TRUST



Trusted by
10M+
Customers

1M+
Reviews Averaging 4–5 Stars

1.3+ Million
Reviews Published



K Kimberly R. **Verified Buyer**
★★★★★ 5.0

2/21/2026

Glam wave brush

I was very impressed with how quick and uneasy it was to give myself a nice blowout look. I really love this tool!

J Jennifer P. **Verified Buyer**
★★★★★ 5.0

5/15/2026

Humidity control is Amazing!

Since I am a "silver sister", my hair has changed, becoming quite unmanageable, severely frizzy, just a big mess I would clip up and ignore. As soon as my order of Glass Shock arrived I was ready. I like that the spray bottle is very easy to use, helps distribute product very nicely and my hair feels amazing. It smells good, looks good and is still smooth and frizz free. My new hair hero.



J Jamita B. **Verified Buyer**
★★★★★ 5.0

1/3/2025

Absolutely awesome!

Great curling iron...I love how my curls turn out. Highly recommend!

C Carri C. **Verified Buyer**
★★★★★ 5.0

3/11/2026

Le Volume hair dryer

Absolutely LOVE this product! My hair has never looked this good after I blow dry it. It definitely looked like I had just gone to the salon. Highly recommend!



FLORIDA PANTHERS PARTNERSHIP



| l'ange™



- L'ange signed a 2-year sponsorship deal with the Florida Panthers, becoming the NHL team's official hair care sponsor and the presenting sponsor of the team's dance team
- The partnership was covered by **Marketing Brew** and **Sports Business Journal** (870M+ UVP), plus multiple newsletters from Cosmetics Design
- This deal positions L'ange at the intersection of beauty and sports culture — a bold, boundary-breaking move that expands the brand's visibility beyond traditional beauty audiences
- L'ange is one of the first hair care brands to lean into NHL/sports marketing, signaling cultural ambition and mainstream brand awareness



OFFICIAL HAIR CARE OF THE
— FLORIDA PANTHERS —

