

littlecurls



Retailer Presentation 2026

Little Curls began with one simple idea: helping **kids feel proud of their natural curls** and making curl care easier for parents too.

No complicated routines. No battles at bath time. Just gentle, feel-good products made especially for curly kids.

Created by Lizzie Carter, founder of Only Curls, Little Curls brings the same curl expertise families already love, reimagined for little ones. Thoughtfully made, easy to use, and designed to make every wash day a happy one.

Because curls should be celebrated from the very beginning.

**little
curls**



Wash day struggles are **real**

Many parents find wash day stressful. Tangles, tears and not knowing which products to trust. Some even cut their child's hair short just to avoid it.

the
problem:

The market is growing **fast**

Families with mixed textures, multicultural backgrounds and first-time curl parents are actively seeking trusted, child-safe solutions.

Curls need **special care**

Curls need consistent moisture, gentle formulas + slip and hydration, to make detangling easy and pain-free.

Kids' curls are **different**

Children's textured hair needs gentle care - not adult products or generic kids' shampoo. Parents just want the right solution.

Parents have a **knowledge gap**

Without the right knowledge or products, parents struggle and feel overwhelmed.

Everything little curls need, in **one easy routine**

The Starter Kit, 4x100ml products, the perfect trial size



**little
curls**



little
curls



Step 1

Super Shampoo

Gentle cleanser that removes build-up without drying out curls. Leaves hair fresh, soft, and ready for detangling.



Step 2

Detangling Conditioner

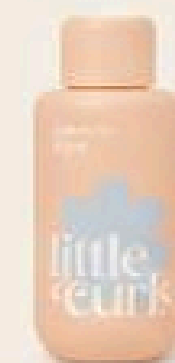
Smooths knots and tangles while softening curls. Makes combing easier and leaves hair silky, hydrated, and manageable.



Step 3

Magic Detangling Spray

Instantly refreshes and loosens tangles between wash days. Helps curls feel soft, smooth, and easier to brush.



Step 4

Leave-In Styler

Defines and moisturises curls while keeping them soft and bouncy. Helps reduce frizz and keeps curls looking happy all day.

Gentle by nature

Thoughtfully formulated with 98% derived, curl-loving ingredients to help nourish, soften, hydrate and care.

Coconut

Softens & smooths curls

Aloe Vera

Hydrates & calms

Avocado Oil

Nourishes & locks in moisture

Provitamin B5

Keeps curls healthy & strong

Mallow

Keeps curls soft, silky & easy to manage

little
curls



Wash Day Wins, Shared Together

Little Curls is bringing together parents doing the real work of curly hair care, sharing wash day wins, curl routines, before & afters and honest experiences across TikTok, Instagram, and our website.

Through real community, helpful education, and everyday results, Little Curls is becoming a trusted part of the curly hair journey for parents and kids alike.





Miss C

✓ Verified buyer

Hair type: Curly

Hair Goal: Less frizz

★★★★★

Best by far

For my granddaughter aged 4! What a difference to bath time and mornings getting hair done! No tugs and smells beautiful..purchased for mum and nanas house and won't be changing to any other products..this is the best we've used and the company are so helpful also

Review for Little Curls Starter Pack

♥ Would recommend

Helpful ▲ ▼

10 days ago



Gabrielle B

✓ Verified buyer

Hair type: Curly

Hair Goal: Less frizz

★★★★★

Highly recommended

As a mum, I've found the Little Curls bundle really easy to use and it's made such a difference to our routine. Wash days used to be a bit of a struggle, but the detangling spray in particular has been a lifesaver—knots are so much easier to manage now with far less fuss.

The products are gentle, smell lovely without being overpowering, and leave the hair feeling really soft and hydrated. I've al...
[Read more](#)

♥ Would recommend

Helpful ▲ ▼

17 days ago



B L

✓ Verified buyer

Hair type: Curly

Hair Goal: Hydration

★★★★★

10/10

My daughter's curls love these products! Her curls are defined and moisturised & we have had so many compliments on how nice her hair is looking. They smell amazing too! 10/10 would definitely recommend

Review for Little Curls Starter Pack

♥ Would recommend

Helpful ▲ ▼

yesterday



More than haircare

Little Curls is about more than products, it's about helping curly kids grow up feeling confident in their natural hair. Through gentle routines, helpful education, and real stories from our community, we're helping create happier wash days, healthier curl habits, and more confidence from the very beginning.

Little Curls is becoming a trusted part of family life, built on support, representation, and celebrating every kind of curl.

little curls