

### Products

Anti-frizz spray  
Humidity-resistant serum  
Curly hair cap  
A satin blanket to put over objects  
Leave in conditioner

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### Logistics and Operations

Shipping logistics  
Eco-friendly packaging  
Cost of manufacturing  
Investor funding  
FDA approval

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### Marketing

Social media  
Influencer partnerships  
Trends  
Hashtag campaigns  
Product feedback from users

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### Growth and future considerations

Partnerships with salons and hairstylists  
Expansion to other hair types  
Future product accessories  
Sustainable packaging  
Education on curly hair

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### Technology and platform

App for personalized hair care routines  
Customer reviews  
Customer support team  
Subscription discounts  
Appealing user interface

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