



HONEY
BABY™

Media Kit

MADE WITH HONEY,
MADE WITH LOVE





OUR STORY



Passion, Grit & Enthusiasm are the keys to success for Honey Baby Naturals Founder and CEO, Aisha R. Crump. What started as a career in chemical engineering has blossomed into an emerging beauty brand and empire that has naturalistas and curlfriends buzzing about all across the country.

For nearly 15 years, she worked in the hair & skincare industry, developing products, formulas and marketing for several major brands.

Finally in 2015, Aisha stepped out on faith and began working on her own products; one that she had been using on her own multi-cultural family for over a decade; one that was safe and effective for the entire family to use; and one that consisted of her secret ingredient: honey. Thus Honey Baby Naturals was born. Aisha has been happily married to her husband, Greg, for 15 years, and they reside in Chicago with their three beautiful children, Khalil, Kyra and Karynn.





ABOUT HONEY BABY NATURALS

First Latina-Owned Natural Hair & Skincare Brand in Major Retailers.

Hitting the market in October 2015, Honey Baby Naturals has certainly become the bee's knees, securing Target, Walmart, Sally Beauty, CVS, Rite Aid and several hundred independent beauty retailers nationwide. Former chemical engineer, Aisha Ceballos-Crump created the products to meet the various needs for her three kids' unique hair textures.

Honey Baby Naturals was created for mothers who are still searching for amazing and effective products for their kids and entire family.

CLICK THE VIDEOS TO SEE MORE



Everyone is Buzzing About Honey Baby Naturals



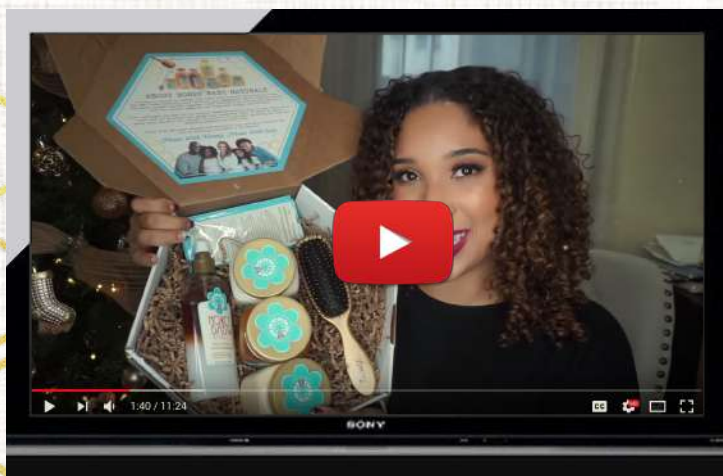
2,709+



12,500+



3,686+



CURLY COCKTAIL
Honey Baby Naturals



NEW GEL ALERT!
Honey Baby Naturals

HAIR CARE

Premium honey-derived hair and skincare line for the entire family.



HONEYCHILD Gentle Balance Shampoo

This Sulfate-Free shampoo gently cleanses the hair and scalp while protecting and restoring the natural moisture balance. Our healing blend of honey and chamomile leaves the hair and scalp moisturized and prevents itchy scalp.



HONEY SHEA BUTTER Curly Hair Smoothie

This Honey & Shea Butter styling creme for curly and textured hair helps restore moisture for healthy, frizz free and well-defined curls.



HONEY SWEET Softening Conditioner

Milk Protein & Honey leaves hair ultra soft, strong and manageable. It hydrates and binds in moisture to help maintain healthy and beautiful baby soft hair. Milk protein works to strengthen hair and prevent breakage during combing.



KNOT MY HONEY Instant Detangler

A Lightweight Honey & Milk Protein infused leave-in conditioner and detangler that aids in removing knots and tangles for easy combing and improves manageability.



REFRESHING MY OLD HAIR WITH
HONEY BABY NATURALS!

HYDRATE. HEAL. PROTECT.

HAIR CARE cont'd

Premium honey-derived hair and skincare line for the entire family.



MILK & HONEY Leave-In Conditioner

This dual phase and dual purpose leave-in conditioner is the perfect addition to your daily hair routine. The Milk Protein phase of this conditioner gives your hair intense hydration and protection from split ends and frizz. Protein binds to hair fibers and strengthens cuticles to help make hair stronger and prevent breakage. Our Honey phase protects hair from heat damage while leaving hair shiny and full of body.



HOLD IT HONEY Styling Gel

An alcohol-free, flexible hold gel that hydrates your hair while providing hold, shine and style retention. This oil-infused luxurious gel is the perfect blend of Honey, Jojoba Oil and Flaxseed Oil for slicking, stretching, lengthening, and setting your hair for hold and style control without the build-up and dryness of ordinary gels. Added Flaxseed promotes healthy hair growth and overall scalp health.



HONEY & GINSENG Energizing Hair Masque

Give your hair extreme hydration with this intense moisture treatment masque enriched with Ginseng and Mango Butter. Our Honey & Mango Butter complex hydrates and works to help restore your hair's moisture and elasticity while strengthening hair cuticles for stronger healthier looking hair. Ginseng extract works to stimulate your scalp, increase circulation and promote healthy hair growth.



HYDRATE. HEAL. PROTECT.

HAIR CARE cont'd

Premium honey-derived hair and skincare line for the entire family.



MY HUSBAND DOES MY CURLY HAIR



WASH & GO HONEY Styling Crème

NEW

Wash & Go Honey is an all-in-one styling cocktail that is great for waves, curls & coils. Perfect for wash-and-gos, this styling crème tames and softens the hair while also providing great definition and shine in one easy, premixed product.



HONEY GLAZE Hair Balm

NEW

Honey Baby's Honey Glaze Hair Balm is filled with healthy oils to leave the hair feeling soft and moisturized. This moisturizing oil is the perfect finishing product to maintain beautiful, healthy, manageable hair while working to protect the hair from shedding and breakage.



REALLY HOLD IT HONEY Intense Styling Hold Gel

NEW

Honey Baby's Really Hold it Honey Styling Gel is an intense holding gel that creates the most defined curls. It's moisturizing formula keeps curls hydrated and plump but is perfect for edges, ponytails, buns and anything that needs holding, honey!



HONEY DEW Hair Foam

NEW

This lavender oil and sugar cane infused hair foam is perfect for amplifying waves, curls and coils and leaving hair bouncy and shiny. This styling mousse is great for roller sets, twist outs, Flexi-Rods and wash-and-go's. The Honey Baby Honey Dew Hair Foam conditions the hair while also giving it a natural sheen and leaves hair full of body.

SKIN CARE



MAMA'S MAGIC Moringa & Honey Bath and Body Oil

This multi-purpose oil is enriched with Honey & Moringa Oil for extreme moisture and works to illuminate dry and dull skin. This lightweight oil spreads easily and can be used directly in the bath.



BEE SWEET Face & Body Butter

Luxurious whipped cream enriched with Honey & Shea Butter. This concentrated moisturizer immediately soothes and conditions the skin. This naturally rich butter absorbs easily and provides long-lasting moisture.



HONEY NECTAR Body Jelly

Natural rich blend of emollients and oils soothe and protect against extremely dry skin. Unique 100% petrolatum free formula creates a protective layer over the skin and absorbs quickly.



HYDRATE. HEAL. PROTECT.

Families are Buzzing About Honey Baby Naturals

The products just do really well in Elle's hair and alot of people ask what I use for her.

-Morgan Hawthorne
@morgan_janel

Our Wash and Go is so amazing with the Honeychild gentle shampoo- leaves the hair clean, but still moisturized

- Chanel

The entire family is loving the Butter, even our nanny. Our Nanny used the Body Butter and I came home and it was all gone!! We can't get enough Honey Baby Naturals

- Karen

Moisture and detangling- the Honey Sweet Conditioner is my new Holy Grail!

-Tonya

"This @honeybabynaturals body jelly is... GIRL"

-Myleik (curlBOX)

I absolutely loved it & it was so gentle on her curls. I used it again on her yesterday and her curls are still looking fresh & juicy!

-KayLani- @viva_glam_kay

"THIS PRODUCT IS AMAZING! This is not an ad, this is just a mum super happy in the quest of loving her daughter's #naturalhair"

-Neffi Walker
@neffiwalker



Knot My Honey Instant Detangler is the TRUTH! I literally had dreads that I could not get out with ___ and within minutes of applying the detangler, I was Able to comb through the knots!!! I LOVE THIS PRODUCT

- Nichol

Award-Winning Products



2016 Trendsetter Award CosmoProf North America

2016, 2017 & 2018 Naturallycurly.com Editor's Choice Award



HONEYCHILD Gentle Balance Shampoo

Best Shampoo
Type 2 Wavies



BEST EMERGING BRAND

Type 2 Wavies & Type 3 Curlies

BEST KID'S LINE

Type 3c Curly Coilies & Type 4
Coilies



HONEY SWEET Softening Conditioner

Best Conditioner
Type 2 Wavies

Honey Baby Naturals in Retail

TARGET

CVS
pharmacy

SALLY
BEAUTY

Walmart

feel WIGS & HAIRWORKS
BEAUTY

curlmart
by NATURALLY Curly

RITE
AID

Walgreens

**BED BATH &
BEYOND**

HARMON
FACE VALUES

myhairandbeauty

HATTACHÉ
BEAUTY & LIFESTYLE GOODS

meijer



International Distribution

In retail stores in the UK, Canada, Netherlands and Nigeria

6 Genius tips to
care for your
curly hair from
the Puerto Rican
mom behind
Honey Baby
9.18.17

**mamás
LATINAS**

Latina Beauty
Entrepreneurs
Share Their Top
Business
Lessons
7.19.18

HIPLATINA



**HONEY
BABY
NATURALS™**

In The News

The Craziest (&
Coolest) Beauty
Products
Coming Out Of
L.A. This Year
1.19.17



REFINERY29

Latina-Led
Honey Baby Is
Breaking Down
Barriers At
Mass Retail
5.29.18



BeautyIndependent

LATINA



BeautyIndependent

curlBOX TV

N'DIGO



REFINERY29



NATURALLY *Curly*

8 Curly Hair Brands
Owned by Women of
Color To Try
4.23.18

HIPLATINA

Mixing Up a Sweet
Family Secret
4.9.18

PURDUE P ALUMNI

Click To Watch the Curlbox TV Interview!



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