



WUL GROOMING

WAKE UP TO YOUR BEST
SELF EVERY DAY



PHILOSOPHY

We can spend a lifetime striving to look and feel great. But greatness starts with small new habits. To us, Wuli (woo-lee) – a word from the Malian dialect Bambara meaning to wake up, get up and grow up – symbolises this daily struggle for greatness.

We've created a range of all-natural hair styling products that not only nourish your hair and scalp but also help you achieve the look – and life – you want. You deserve to wake up your best self. Every day.

Welcome to the Wuliverse

What Sets Us Apart

- ☀️ 15 nutrient-rich active ingredients
- ☀️ Gender-neutral product range
- ☀️ Sample sizes (20g) available*
- ☀️ Something for every hair type: Coily, Curly, Fine, Flat, Limp and Wavy

And Not To Brag... But Every Formula Is:



Australian Made



Vegan



Cruelty-Free



Plant-Based



Synthetic-, Sulfate-
and Paraben-Free

**Available for Curl Cream, Matte Balm and Shine Balm options*

FRAGRANCE NOTES

Fragrance preference can be a personal thing, but we still believe it should be for all. That's why Wuli only offers gender-neutral fragrances, made only with all-natural essential oils. We currently offer two scents:



Bergamot & Vanilla

Citrus aurantium var. Bergamia (Bergamot), Vanilla natural fragrance.

Evoke the warmth and freshness of summer with this combination. Fiesty florals and peppery notes are balanced by sweet vanilla bean. You'll feel like you're on a seaside promenade in the Mediterranean. Or catching some waves in Maui. This fragrance is perfect for anyone who wants to savour the carefree vibes of summer all year round.



Neroli & Sweet Orange

Citrus aurantium flower (Neroli) oil, Citrus aurantium dulcis (Orange) peel oil.



When you mix neroli – the blossom of Italian bitter orange – with the rind of sweet orange, you get a unisex fragrance like no other. Imagine the scent of an orange grove at dawn as the sun warms and ripens its fruit. Zesty, earthy spices with a whiff of sugarcane that lasts well into the evening define this scent. It's not just another citrus fragrance. It's a damn fine ode to freshness.



CURL CREAM (120g / 4.2oz)

WHAT IS IT?

The cream that started the dream. The Wuli Curl Cream is designed for curls of all persuasions. Packed with plant extracts and light oils that lock in moisture while re-hydrating and nourishing hair and scalp. It's the formula that Wuli was built on, containing 11 active ingredients such as argan oil and jojoba esters that give you bright, bouncy curls without that greasy residue.

BEST FOR HAIR TYPES:

- ☀️☀️ Coily
- ☀️☀️ Curly
- ☀️☀️ Wavy

WHAT'S IN IT?

- ☀️☀️ Aloe Vera
- ☀️☀️ Argan Oil
- ☀️☀️ Burdock Root
- ☀️☀️ Castor Seed Oil
- ☀️☀️ Jojoba Oil & Ester
- ☀️☀️ Pro-Vitamin B5
- ☀️☀️ Nettle Leaf
- ☀️☀️ Safflower Oil
- ☀️☀️ Shea Butter
- ☀️☀️ Wheat Protein
- ☀️☀️ Marula Oil



MATTE BALM (100g / 3.5oz)

WHAT IS IT?



Good hair day in a jar for manes craving volume, texture and nourishment. It's the styling balm you've dreamed of for achieving all-day hold with a structured matte finish thanks to the power of kaolin clay paired with a good dose of bentonite.

SHINE BALM (100g / 3.5oz)

WHAT IS IT?



The old-school pomade has come into the 21st century. With a higher concentration of light oils, the Wuli Shine Balm offers a sleek, glossy finish with a firm hold that tells the world nothing fazes you – or your epic mane.



BEST FOR HAIR TYPES:

- ☀️ Fine
- ☀️ Flat
- ☀️ Limp

WHAT'S IN THEM?

- ☀️ Argan Oil
- ☀️ Bentonite Clay
- ☀️ Burdock Root
- ☀️ Jojoba Oil
- ☀️ Pro-Vitamin B5
- ☀️ Kaolin Clay
- ☀️ Nettle Leaf
- ☀️ Olive Leaf
- ☀️ Shea Butter

SEA SALT SPRAY (120ml / 4.1 fl oz)

WHAT IS IT?

More than just salt in a bottle for starters! This is our curl refresher – the secret to a fresh, fragrant and volumised natural crown. In minutes, the alcohol-free spray turns dull-as-dishwater hair into a mane that looks like you just stepped off a yacht. Use it on its own or as a base for Wuli's Curl Cream, Matte Balm or Shine Balm and watch beach bums and seafarers alike get a case of hair envy.

BEST FOR HAIR TYPES:

☀️ All hair types

WHAT'S IN IT?

☀️ Aloe Vera

☀️ Argan Oil

☀️ Burdock Root

☀️ Himalayan Salt

☀️ Nettle Leaf

☀️ Pro-Vitamin B5



INGREDIENT DESCRIPTIONS

Aloe Vera

The original superfood for hydrating and strengthening hair

Bentonite Clay

Step three after shampoo & conditioner for scalp exfoliation

Burdock Root

Controller of dry, brittle hair and scalp rich in antioxidants

Castor Seed Oil

The ultra-moisturiser and tonic for keeping your scalp humming

Himalayan Sea Salt

Dissolver of product build-up and dandruff's worst enemy

Jjoba Oil & Ester

The support act in hair and scalp hydration for an epic mane

Kaolin Clay

The scalp whisperer formed to soothe irritation and stop breakage

Marula Oil

The tamer of flyaways, fuzz and flaky scalps that boosts natural crowns

Argan Oil

The Rolls Royce of stimulating oils for hair growth and dandruff reduction

Nettle Leaf

Unmatched supporter in healthy scalp maintenance and hair growth

Olive Leaf

The frizz detonator that neutralises PH levels for smooth, glossy results

Pro-Vitamin B5

The essential remedy for healthy hair growth promotion and smoother, softer locks everywhere

Safflower Oil

The boosting agent hair growth craves and nasties like harsh sun despise

Shea Butter

Part moisturiser, strengthening agent and all-around protector of epic hair

Wheat Protein

Soft, strong and hydrated coarse hair owes a debt to this miracle carb



"How we style our hair is just as important as how well we nourish it. We shouldn't have to compromise on quality. Our world already offers the best in natural ingredients.

Bringing them together is what we've done at Wuli. Sharing it with you to awaken the best version of yourself is what excites me every day."

- Amadou Doumbia, Founder



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