



## Press Release

September 4, 2025

From curl care to concert stages, göt2b® and MAX announce a campaign that blends music with style and empowers confidence

# **göt2b® Teams Up with Artist UMI and MAX for a Custom Partnership, Celebrating Self-Expression and Bold Curls**

Stamford, CT

göt2b®, the trend-forward styling brand from Henkel, is thrilled to announce its newest partnership with MAX and musical artist [UMI](#), launching this September to celebrate self-expression, bold beauty, and confidence. Together, they will provide fans with an immersive experience blending music, style, and the ultimate curl care spotlighting göt2b's new curled line.

Singer-songwriter UMI is known for her soulful sound and empowering artistry. She embodies authenticity and individuality, which are core values that are at the heart of the göt2b brand. The partnership, born through the MAX program, comes to life through exclusive video content, stunning visuals across UMI's tour venues, and a fan sweepstakes experience designed to connect music lovers with both the artist and the brand in unforgettable ways. As part of the campaign, fans will experience UMI's [SET Live video content](#) displayed on venue screens throughout specific tour stops, including: Dallas, TX, Austin, TX, New Orleans, LA, Charlotte, NC and Portland, OR. Together, göt2b and UMI hope to use this campaign as a way to encourage fans to embrace their natural curls, express themselves unapologetically, and celebrate bold individuality.

"Partnering with UMI allows us to connect music and beauty in a way that celebrates individuality and creativity," said Linda Lin, Head of Consumer Hair at Henkel Consumer Brands North America. "göt2b has always stood for unapologetic self-expression, and this collaboration gives fans a chance to experience that spirit with UMI both on and off the stage."



UMI has naturally curly hair and when speaking about the partnership she said: "It's been a journey to figure out my curls! My favorite thing about göt2b curled is that the products help me embrace my natural texture. To me, confidence means being yourself no matter what people think and so after I learned to embrace my hair, it represents how confident I feel. Society puts so much pressure on curly hair and now that I've accepted mine, I don't care what people think. I stand out because of my curls with the help of göt2b curled!"

From September 4th through October 1st, fans can enter for a chance to win the ultimate UMI concert experience. The Grand Prize Winner will receive:

- Tickets, transportation, and accommodations for UMI's LA show on December 8, 2025
- Access to an intimate pre-show Meditation Experience led by UMI herself
- Professional group photo with UMI
- VIP-exclusive UMI self-care ritual kit, curated by UMI
- Autographed VIP laminate & lanyard, signed by UMI
- On-site perks including priority check-in, VIP host, and pre-doors VIP lane access

göt2b and MAX are also offering show-specific prizes, including:

- Dallas, TX (10/31) | Austin, TX (11/2) | New Orleans, LA (11/5) | Charlotte, NC (11/8): One winner at each show will receive a göt2b prize pack and exclusive UMI merch.
- Portland, OR (12/2): One winner will receive signed UMI merch plus a göt2b prize pack.

Fans are encouraged to follow [@umi\\_is](#) and [@got2busa](#) on social media for entry details and campaign updates.

#### **About UMI:**

UMI is a singer, songwriter, and creative force known for her genre-blending sound and emotionally rich performances. With music that speaks to self-love, mindfulness, and empowerment, UMI has cultivated a dedicated fanbase that celebrates authenticity and connection. Learn more at [www.whoisumi.com](http://www.whoisumi.com).

#### **About Henkel in North America:**

Henkel's portfolio of well-known brands in North America includes Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.5 billion US dollars (6 billion euros) in 2024, North America accounts for 28 percent of the company's global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com) and on Twitter [@Henkel\\_NA](#).

#### **göt2b Contact:**

Carolanne Coviello, Creative Media Marketing

Phone: 212-979-8884

Email: [carolanne@cmmpr.com](mailto:carolanne@cmmpr.com)

**Henkel North America Contact:**

Erica Cooper

Phone: 475-232-4973

Email: [Erica.cooper@henkel.com](mailto:Erica.cooper@henkel.com)

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