

Press Release

April 20, 2026

SexyHair Announces Richard Mannah as New Artistic Ambassador

Culver City, CA

SexyHair officially teams up with internationally acclaimed hairstylist Richard Mannah, naming him Artistic Ambassador as the brand steps into its next era of modern, bold, and expressive hair.

With over 25 years of world-class expertise, Richard is no stranger to creating hair that commands attention. An international award-winning stylist and former *London Hairdresser of the Year (2011/2012)*, he is known for fashion-forward editorial work and his presence across New York and London Fashion Week.

Beyond the chair, Richard has built a global reputation as a creative director and respected educator, shaping how hair looks, moves, and lives in the real world. He embodies the essence of SexyHair, creating hair that turns heads and redefining what sexy means through unapologetic self-expression.

As Artistic Ambassador, Richard will bring his elevated artistry and fresh creative perspective to the brand's culture and education, helping define what SexyHair looks like today. His work will spotlight the versatility of the brand's portfolio while celebrating the craft behind every style.

This partnership reinforces SexyHair's deep roots and commitment to the professional stylist community, placing artistry and expertise at the center of the brand. His energy, creativity, and distinct point of view are set to inspire stylists to elevate their craft and embrace individuality.

Richard steps into this role ready to collaborate, create, and push boundaries alongside the SexyHair team. He will be featured across upcoming social content,

brand events, and key industry moments, bringing elevated yet approachable styles to the forefront of SexyHair.

About SexyHair

SexyHair is a professional haircare brand known for its iconic red can and high-performance styling products that deliver volume, hold, and creativity without compromise. Rooted in salon expertise and fueled by self-expression, SexyHair empowers stylists and consumers alike to create looks that are bold, versatile, and unapologetically sexy.

About Henkel in North America

Henkel's portfolio of well-known brands in North America includes all®, Purex® and Persil® laundry detergents, Snuggle® fabric softeners, Dial® soaps, Schwarzkopf® hair care, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of about 6.1 billion US dollars (5.4 billion euros) in 2025, North America accounts for 26 percent of the company's global sales. Henkel employs more than 7,000 people across the U.S. and Canada. For more information, please visit www.henkel-northamerica.com and on X [@Henkel_NA](https://twitter.com/Henkel_NA).

Photo material is available at www.henkel-northamerica.com/press

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