



7 Modern-Day Black Inventors Who Are Making Hair History

Get to know these innovators who are changing the beauty landscape.

By Stephonita (Sisi) Harmon
Published on February 23, 2021



Ceata Lash

This developer is the first Black woman to hold not one, but two patents for a natural hair accessory. In 2013, Ceata Lash invented the PuffCuff, the only hair clamp/cuff on the market for thick, textured hair.

20 Amazing Black-Owned Businesses to Shop From on Amazon

From household names to indie brands, there's something for everyone.

By JACOBY MOON AND LAUREN ADMAV
Published: JAN 17, 2023

10

these hair clips meant for thick hair
PuffCuff Micro 1.5" Hair Clamp

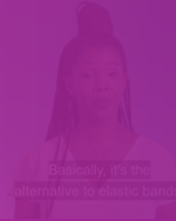


Inc.

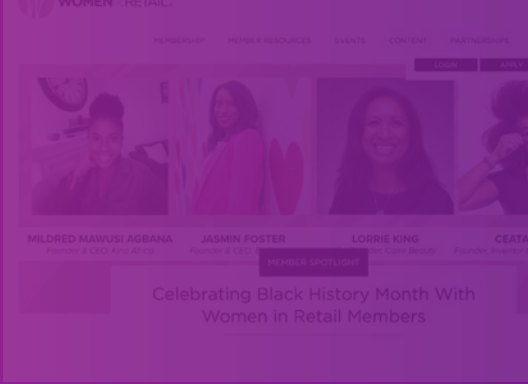
How a Niche Product Tapped Into a Global Market

PuffCuff CEO Ceata Lash launched her company to fix a specific problem for African American women, but soon realized that many more customers needed her product.

By JACOB STAFF



Stylistically, it's the alternative to elastic bands.



— THE ALTERNATIVE TO ELASTIC BANDS —

NO HEADACHE • NO HAIR DAMAGE • NO DRAMA

BLACK THE #1 BLACK DIGITAL ENTERPRISE MEDIA BRAND

allure

AWARDS NEWS SKIN MAKEUP HAIR NAILS WELL

BYRDIE

CONFIDENCE, COMMUNITY, AND JOY

HAIR HAIRCARE HAIR PRODUCTS AND TOOLS

The 15 Best Hair Serums of 2023

Best for Natural Hair: Laaayed Nourishing & Soothing Serum



PUFFCUFF IN THE PRESS

IPLED-ENTREPRENEURSHIP

INVENTOR AIMS TO BOOST COMPANY'S VALUE TO \$25 MILLION IN FIVE YEARS

By Jeffrey McKinney
February 8, 2021 2468

3 Black-Owned Hair Care Brands That Should Be on Your Radar

These brands have everything you need, no matter your hair texture or type.

CEATA E. LASH

FOUNDER, INVENTOR & CO-CEO

Ceata is the inventor, founder and co-CEO of PuffCuff. She holds four U.S. patents for a natural hair item, making her the first and only African American woman to do so. Ceata is an expert graphic designer who worked for 25 years as a solopreneur until launching PuffCuff in 2013. Ceata is in charge of the company's overall strategy, product development, and brand management, which results in compelling content and strong brand recognition. In 2018, she was awarded the President's Innovation Award by Sally Beauty, and in 2020, the New Voices + Barefoot Wine #WeStanForHer Beauty Business Grant. She is a 2021 graduate of the Goldman Sachs 10K Small Businesses National Cohort, a Growth Coach for the Goldman Sachs 10 Million Black Women – Black in Business Program and a member of the first Amazon Black Business Accelerator Cohort. Most recently Ceata Lash has been named to

2023 Inc. Magazine's Female Founders 200 list!





OUR MISSION

To promote self-acceptance and self-love by offering painless, damage-free styling tools for those with thick, curly, or textured hair.

OUR PRODUCTS

The PuffCuff is a reliable and convenient styling tool for those with thick, curly, or textured hair. Unlike traditional hair accessories such as elastic headbands and rubber bands, which can cause hair damage and headaches, our clamps offer effortless styling.

OUR TARGET MARKET

Curly-haired people of all genders, colors, and ethnicities struggle to find tools for their hair's thickness and texture. The rising popularity of "going natural" emphasizes the necessity for curl-specific styling techniques.

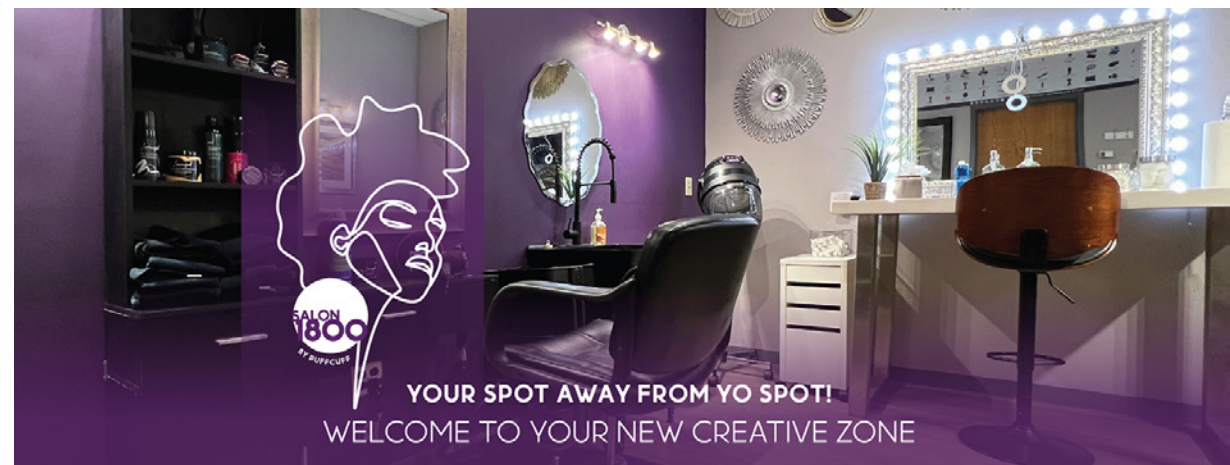
OUR SUB-BRANDS

LAAAYED combines science, sophistication, and elements of the Earth — formulated with ingredients such as aloe vera extract, argan oil, and jojoba oil. All providing moisture and protection to each hair strand.

WE SEE YOU. WE SUPPORT YOU. WE CELEBRATE YOU.

PCM—PuffCuff MALE is here to help men overcome styling insecurities and embrace their natural hair with pain, damage, and tension-free styling options.

Salon1800 is a beautiful, private, fully-equipped workspace that can be rented by the day, week, or month by mobile beauty professionals located just off I-75N in Marietta, GA.



AS SEEN IN

CLICK TO VIEW PUBLISHED ARTICLE/PIECE


BLACK THE #1 BLACK DIGITAL ENTERPRISE MEDIA BRAND

PROFILES-OF-PRINCIPLED-ENTREPRENEURSHIP

HAIR CLAMP INVENTOR AIMS TO BOOST HER COMPANY'S VALUE TO \$25 MILLION IN FIVE YEARS

Jeffrey McKinney • February 8, 2021 • 2468

f t in ig e




Ceata Lash (Image: Courtesy of PuffCuff)

WOMEN IN RETAIL

MEMBERSHIP MEMBER RESOURCES EVENTS CONTENT PARTNERSHIPS ABOUT US

LOGIN APPLY SUBSCRIBE



MILDRED MAWUSI AGBANA Founder & CEO, Kina Africa

JASMIN FOSTER Founder & CEO, @

LORRIE KING @, Caire Beauty

CEATA LASH Founder, Inventor & Co-CEO, PuffCuff

MEMBER SPOTLIGHT

Celebrating Black History Month With Women in Retail Members

allure


JOIN NOW SIGN IN

AWARDS NEWS SKIN MAKEUP HAIR NAILS WELLNESS ALLURE BY

BRAND DISCOVERY

35 Black-Owned Hair-Care Brands That Should Be on Your Radar

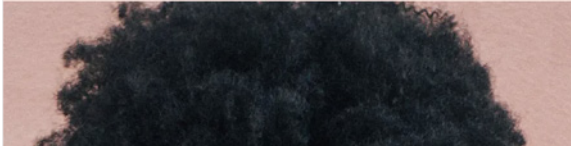
These brands have everything you need, no matter your texture or type.



BY GABI THORNE

February 5, 2022

f e p




BYRDIE

CONFIDENCE, COMMUNITY, AND JOY

HAIR HAIRCARE HAIR PRODUCTS AND TOOLS

The 15 Best Hair Serums of 2023


Best for Natural Hair: Laaayed Nourishing & Soothing Serum



WELL + GOOD

Not All Trendy Claw Clips Hold Thin, Silky Hair, But These 8 Styles *Actually* Do

Best for curly, coily hair



AS SEEN IN

CLICK TO VIEW PUBLISHED ARTICLE/PIECE

sadiaa DIRECTORY NEWS FEATURES · EVENTS RESOURCES

7 Modern-Day Black Inventors Who Are Making Hair History

Get to know these innovators who are changing the beauty landscape.

By Stephenetta (Isis) Harmon
Published on February 21, 2023

f t p +



Photo courtesy brand

Ceata Lash

This developer is the first Black woman to hold not one, but two patents for a natural hair accessory. In 2013, **Ceata Lash** invented the PuffCuff, the only hair clamp/cuff on the market for thick, textured hair.

COSMOPOLITAN SUBSCRIBE Sign In

Celebs Style Beauty Lifestyle

20 Amazing Black-Owned Businesses to Shop From on Amazon


From household names to indie brands, there's something for everyone.

BY JACOREY MOON AND LAUREN ADHAV PUBLISHED: JAN 17, 2023

10

these hair clips meant for thick hair

PuffCuff Micro 1.5" Hair Clamp



GOOD HOUSEKEEPING SUBSCRIBE SIGN IN

PRODUCT REVIEWS LIFE FOOD BEAUTY HEALTH

Life - Finds on Amazon From the GH \$100+ Club

50 Black-Owned Brands on Amazon You Need to Know About

Add these everyday staples to your cart immediately.

14

PuffCuff Mini 2.5" Hair Clamp (3 pcs)

Inc. Power Partner Deadline This Friday! [Apply Now](#)

Inc.

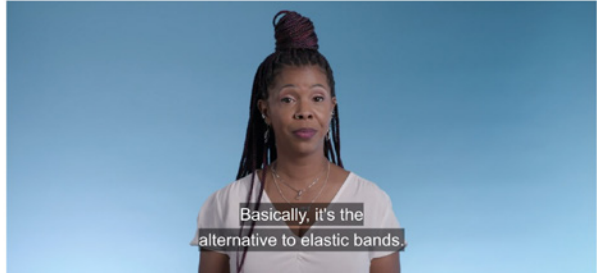
NEWSLETTERS SUBSCRIBE

SPARK OF INNOVATION

How a Niche Product Tapped Into a Global Market

PuffCuff CEO Ceata Lash launched her company to fix a specific problem for African American women, but soon realized that many more customers needed her product.

BY INC. VIDEO STAFF




Basically, it's the alternative to elastic bands.

Inc. Inc.com

Ceata Lash is on Inc.'s 2023 Female Founders 200 List

PuffCuff: For tapping into an underserved industry of hair tools for thick, textured hair, and advocating for small business in front of Congress. (27 kB)



AS SEEN IN

CLICK TO VIEW PUBLISHED ARTICLE/PIECE

SIMPLY BUCKHEAD
Your Guide to Living Well in Atlanta

sb digital

HOME - ABOUT US - READ AN ISSUE - COMMUNITY EVENTS - CONTACT US - GRAB A COPY FOLLOW

MAY 2023, SIMPLY STYLISH, TASTEMAKER

HAIR RAISING SUCCESS

BY SIMPLYBUCKHEAD
APRIL 27, 2023

OLYMPIA BRIXTON

Home / Collections / Cocoa Girl Mag - Issue 23

by Cocoa Publishing

Cocoa Girl Mag - Issue 23

ACTIVITIES * COMPETITIONS * ROLE MODELS AND MORE...

MEET PUFFCUFF INVENTOR CEATA LASH

AFRO

Search Medium Write

Ceata Lash of PuffCuff: Five Things You Need To Know To Succeed In The Modern Beauty Industry

Authority Magazine Editorial Staff · Follow
Published in Authority Magazine · 11 min read · Jun 19

PuffCuff

NICOLE WILLIAMS COLLECTIVE

HOME ABOUT SERVICES HER SUCCESS MAG PODCAST

How Ceata Lash of PuffCuff is Changing The Curly Hair Journey

shopgma and therealceatae
Original audio

shopgma • The PuffCuff is great for natural and curly hair!

#shopgma #hairstyles #puffcuff #thepuffcuff #curlyhairtutorial #naturalhairstyles

1w

thepuffcuff Yes curfriend! We love to see it! ❤️

1w 1 like Reply

therealceatae ❤️

1w 2 likes Reply

coolleen0700 ❤️

1w Reply

bir

THE BEAUTY INDUSTRY REPORT

guest columnist

Marketing a men's brand in 2023

Mane St.

bir

SOCIAL PROOF

Our founder's marketing expertise and personal connection to the products strengthen the PuffCuff brand and enable us to drive both the African-American natural hair audience and all curly hair audiences to purchase.

WEBSITE

4M

INSTAGRAM

79K

TIKTOK VIEWS

1.7M

FACEBOOK

61K

TWITTER

3K

YOUTUBE
VIEWS

1M

PINTEREST
VIEWS

132K

EMAIL
SUBSCRIBERS

109K

SMS
SUBSCRIBERS

16K



CONTACT US



PRESS INQUIRIES

marketing@thepuffcuff.com

PHONE

404-632-8803

ADDRESS

PuffCuff LLC
1800 Sandy Plains Ind Pkwy NE 120
Marietta, GA 30066

WEB

thepuffcuff.com

FIND US ON SOCIAL



[@ThePuffCuff](https://www.instagram.com/ThePuffCuff)

[#PuffCuff](https://www.instagram.com/ThePuffCuff)

[#PuffCuffed](https://www.instagram.com/ThePuffCuff)