



7 Modern-Day Black Inventors Who Are Making Hair History

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

By Stephenetta (Sia) Harmon
Published on February 21, 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 JACOREY MOON AND LAUREN ADHAV | PUBLISHED: JAN 17, 2023

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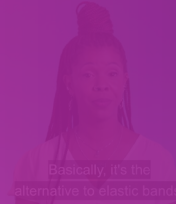
these hair clips meant for thick hair
PuffCuff Micro 1.5" Hair Clamp



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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.



Biologically, it's the alternative to elastic bands.

THE ALTERNATIVE TO ELASTIC BANDS

NO HEADACHE • NO HAIR DAMAGE • NO DRAMA

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The 15 Best Hair Serums of 2023

Best for Natural Hair: Laaayed Nourishing & Soothing Serum



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

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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.



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Ceata Lash (Image: Courtesy of PuffCuff)

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BRAND DISCOVERY

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

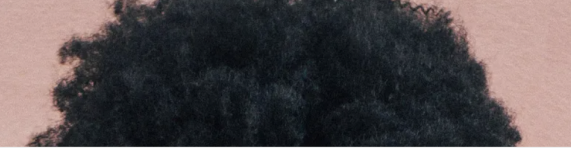
These brands have everything you need, no matter your texture or type.



BY GABI THORNE

February 5, 2022

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HAIR HAIRCARE HAIR PRODUCTS AND TOOLS

The 15 Best Hair Serums of 2023


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Photo courtesy brand

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PuffCuff Micro 1.5" Hair Clamp



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PuffCuff Mini 2.5" Hair Clamp (3 pcs)

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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.

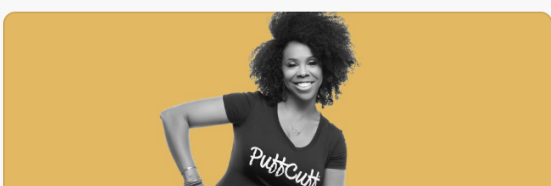
BY INC. VIDEO STAFF



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) ▾



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

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Published in Authority Magazine · 11 min read · Jun 19

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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 curlfriend! We love to see it! ❤️

1w 1 like Reply

therealceatae ❤️

1w 2 likes Reply

coolleen0700 ❤️

1w Reply

THE BEAUTY INDUSTRY REPORT

guest columnist
Marketing a men's brand in 2023

by Joe Lubatkin

W hat if you're a man's beauty brand? It's a tough question to answer in a market that's been dominated by women's products for decades. But it's not impossible. In fact, the men's beauty market is growing rapidly, and there are many opportunities for brands to succeed in this space.

1. Know your audience. 2. Invest in product development. 3. Build a strong brand identity. 4. Leverage social media. 5. Collaborate with influencers.

Photo: Nicole Williams Collective

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FEATURE

Inside PuffCuff

Get the road to entrepreneurship from Ceata ELash, founder of Puff Cuff

TBC/Q1: Can you tell our audience about your road to entrepreneurship?

I've always been a bit of an entrepreneur. My parents were entrepreneurs. My first job was painting window signs for local businesses when I was about 10 years old. I've always been a very independent solo worker. I held my first of only two full-time jobs for about two years when I first graduated college in 1995. Then I started freelancing and consulting as a graphic designer. To be honest, the road to owning a COG company like PuffCuff kind of evolved on its own. I never thought when I first invented the hair clamp that would end up turning into a thriving business with global sales.

TBC/Q2: How do you balance your professional and personal life?

PuffCuff is absolutely perfect for both female and male athletes, workout enthusiasts or anyone with an active lifestyle. Working out is already a stress and strain on your body. You do not need anything to cause any on necessary pain. Since the PuffCuff simply holds the hair in place. You can't feel it. PuffCuff does not create tension, headaches, or damage to the hair.

TBC/Q3: How do you stay motivated and inspired?

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TBC/Q4: I'm totally impressed with your vision of PUFFCUFF. My daughter is an athlete who is also natural with thick curly hair and often struggles with the perfect bun. How would you suggest active curly sisters incorporate and style PuffCuff with an active lifestyle?

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TBC/Q5: How do you see the future of PUFFCUFF?

Only onward and upward from here. I have two more product ideas that I want to bring to Market that will address the needs of not only curly hair people but also those with silkier textures who equally hate the rubber band. My goal is to have an EBITA of \$5M by 2024.

TBC/Q6: What has been your secret to success with PUFFCUFF?

PRAYER AND TENACITY!!! Or maybe I should say, prayer for tenacity. The direct to consumer product game is not for the weak. I often say sometimes if I had known all of the peaks and valleys before I started, I might not have done it. But God reveals things and it's in his own time and has always put the right people with the right connections in my path exactly when they were needed.

TBC/Q7: What does the future of PUFFCUFF hold?

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PHOTO BY PUFFCUFF

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BEAUTY BOSS: CEATA E. LASH, FOUNDER AND INVENTOR OF PUFFCUFF

KAMALA KIRK - OCTOBER 3, 2023

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Puff Cuff/Booth 4343 seeks North American and international distributors for its new **PuffCuff Patterns** (MSRP \$22.00). They offer all the features and benefits of the original alternative to plastic hair bands for styling thick, curly or textured hair with the same comfort, versatility and durability as the original PuffCuff, with the added customization of overprinted colors and patterns. Contact **Ceata E. Lash**, owner, at ceata@thepuffcuff.com. www.thepuffcuff.com

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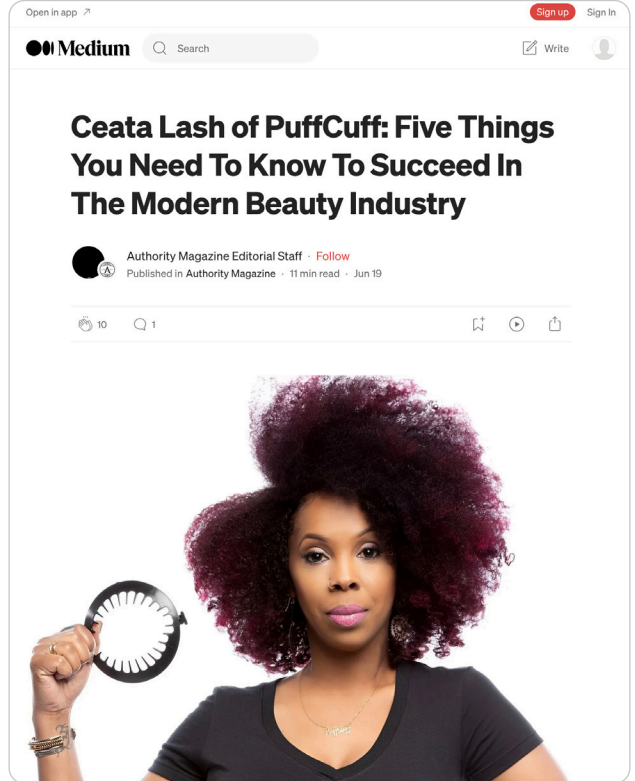
Best for curly, coily hair



PuffCuff, Mini 2.5" Hair Clamp (Pack of 3) – \$18.00

As popular as claw clips are, hair-clamp clips are right up there—particularly for folks with fine curly, coily hair. “I love the PuffCuff for its intentional design and hold factor,” Patterson says, noting that it’s designed for curly/coily textures. “The PuffCuff is great for high-intensity activities for fine curly hair textures because you can get a lot of hair up and secured while minimizing damage from tension and removal.”

Colors: 2



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

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CEATA E. LASH

Founder, PuffCuff

Things are even more complicated today. Money is expensive right now, and so many predators are waiting in the tall grass, salivating for desperate, financially strapped small business owners. Plus, are we in or

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

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