

# MEDIA RELEASE: eekoloks® Haircare Australia

## FOR IMMEDIATE RELEASE

### eekoloks® Haircare Australia: Pioneering Kids' Haircare at Australia's Biggest Hair Exhibition



**Sydney, 13 May 2025** – eekoloks® Haircare Australia, the trailblazing brand redefining children's haircare with its natural and sustainable solutions, is set to make history at the upcoming Hair Festival at ICC Sydney on 29–30 June 2025. In a first for the event, eekoloks' young trailblazers, Jayden and Joshua Saad, will be launching a kids' product range, marking a groundbreaking moment for the Hair Festival and the children's haircare industry.

Founded by Ana Saad during the COVID lockdowns, eekoloks® has grown from a heartfelt mission to a national movement. With its innovative product line crafted with 100% natural and organic ingredients, the brand has become a trusted name for parents seeking gentle, chemical-free haircare solutions for their children. Now, Jayden (14) and Joshua (11) are taking the family's legacy to new heights as they step onto the stage as the first kids to launch a dedicated professional children's haircare range at Australia's premier hair exhibition.

### **A Family-Driven Legacy**

Jayden and Joshua have played a pivotal role in eekoloks' journey. Jayden, the creative force behind the brand's content and eCommerce logistics, and Joshua, the brand ambassador and product development contributor, embody the spirit of eekoloks®. Their involvement has not only brought authenticity to the brand but has also inspired other young Australians to embrace sustainability and innovation.

"This is a proud moment for our family and our brand," says Ana Saad, founder of eekoloks®. "Jayden and Joshua are proving that age is no barrier to making a difference. Their passion for creating safe, sustainable solutions for kids is the heartbeat of eekoloks®, and they're ready to share that vision with the world."

### **A Game-Changing Event**

The Hair Festival at ICC Sydney is Australia's largest hair exhibition, attracting thousands of industry professionals, brands, and enthusiasts. eekoloks® will debut its highly anticipated kids' product range, including Australia's first plant-based styling powders **G'Day Mane** and **Rizz'm'Up**, as well as innovative **Salt'n'Play Texture Spray** and **Fightin' Fohawk Styling Cream**. These products, like the rest of the eekoloks® lineup, are free from harmful chemicals and allergens, making them ideal for children with sensitive skin conditions such as eczema and dermatitis.

The festival will also spotlight eekoloks' commitment to sustainability, with 100% recyclable packaging and biodegradable hair accessories. This aligns with the brand's mission to not only care for children but also protect the planet they will inherit.

### **Awards and Accolades**

eekoloks® has already earned prestigious accolades, including the **2024 NAPPA (National Parenting Product Awards)**, **Organic Beauty Awards**, and the **Vegan Choice Awards**. Most recently, the brand was honoured with the **2025 Sustainability Award** and the **Beauty Shortlist Award**, reaffirming its position as a leader in the children's haircare market.

## **Join the Movement**

eekoloks® invites parents, industry professionals, and media to visit their booth at the Hair Festival to experience their transformative product range and meet the young pioneers, Jayden and Joshua. Together, they are reshaping the future of kids' haircare, one strand at a time.

For more information about eekoloks® Haircare Australia, visit [[www.eekoloks.com](http://www.eekoloks.com)](<https://www.eekoloks.com>).

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