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SoftSheen-Carson FACT SHEET

- Today, SoftSheen-Carson is one of the world's leading makers of ethnic hair care products.
- SoftSheen-Carson is a merger company that formed in 2000. SoftSheen was founded in 1964 by Edward and Bettiann Gardner and the largest African-American owned beauty care products company in the country until its sell to L'Oreal USA in 1998. Carson was a subsidiary of L'Oreal USA before it merged with SoftSheen in 2000.
- Although SoftSheen-Carson was officially created in 2000, some of the products have been available for over 100 years.
- The current president of SoftSheen-Carson is Candace Sheffield Matthews.
- It is the mission of SoftSheen-Carson to not just create hair-care products, but to make tools that help people of color define and express beauty on their own terms.
- Currently, SoftSheen-Carson offers 18 product lines including Optimum Care, Dark and Lovely, Magic Shave, Let's Jam, Baby Love and Weave Care.
- This winter, SoftSheen-Carson is launching a new line of Optimum Care products to assist with healthy hair care during the cooler months.

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