



DRAFT RELEASE:

CLIENT	HASK
RELEASE THEME	Appointment Release
RELEASE TITLE	Creative Communications Marketing Agency Brandnation Appointed by the Leaders in Clean Beauty, HASK

Integrated creative marketing and communications agency [Brandnation](#), have been appointed by [HASK](#), leaders in clean beauty, following a competitive pitch process.

Brandnation have been selected to handle the integrated PR brief for HASK UK to include social strategy, campaign, influencer and press office. The digital brief includes increasing brand awareness, launching an exciting NPD plan throughout 2024 and activating new campaigns to support the ever-growing retail network.

Of the appointment, Sam Maniaci, Owner/CEO Inspired Beauty Brands, says, “We are thrilled to partner with Brandnation in our mission to bring clean beauty solutions to even more consumers. We were looking for an agency that shares our values and dedication to innovation, sustainability and quality. With Brandnation’s expertise in digital first – via social, PR and influencer marketing, we believe they are the perfect choice to help us reach new heights and make HASK even more accessible to everyone, while amplifying our commitment to responsible beauty practices.”

In 1971, Alleghany Pharmacal, later known as Inspired Beauty Brands, established its personal care category, which featured HASK. HASK’s philosophy is deeply rooted in the belief that everyone deserves access to high-quality, clean, and effective hair care products. Their commitment to clean beauty is demonstrated through a range of problem-solving formulas designed to cater to various hair types and concerns. With ingredients you can trust, all HASK’s products are free of sulphates, parabens, artificial dyes, phthalates, gluten and aluminium starch.

One of the standout aspects of HASK’s products is their ability to rival high-end, premium alternatives while remaining accessible to a broad audience. This commitment to delivering exceptional results at an affordable price point has earned HASK a dedicated and growing customer base. HASK’s product lineup includes a diverse range of collections tailored to specific hair care needs, including curl care, colour care, volumizing, nourishing, and repairing. These collections are formulated with hero ingredients such as [Argan oil](#), [Biotin](#) and [Keratin](#), making them not only effective but also a delight to the senses with their enticing scents. HASK’s range goes beyond just Shampoos & Conditioners, it offers a haircare regime aimed at restoring and enhancing the natural beauty of one’s hair.

Mary Killingworth, Managing Director of Brandnation, expresses her excitement about the collaboration with HASK, adding, “We are delighted that HASK is joining our rapidly expanding beauty portfolio. A fantastic brand that has so much potential and an exciting year ahead. Our dedicated team have the passion and expertise to elevate the brand’s extensive product range and innovative clean beauty solutions”



HASK's collaboration with Brandnation marks an exciting new chapter in the beauty industry. Together, they aim to transform the way consumers approach their hair care routines and ensure that quality and performance are accessible to all.

Find out more at [www.haskbeauty.com](http://www.haskbeauty.com)

Selected SKUs can be found at [Boots](#), [Waitrose](#), [Sainsbury's](#), [Tesco](#) and [Amazon](#).

#### **About HASK:**

Utilising high quality ingredients sourced from around the globe along with luxurious fragrances, the HASK Exotic Oils collections provide “problem, solution” formulas designed to treat and repair all hair types. The range includes Shampoos, Conditioner, Deep Conditioners, Hair Oils and Leave-In Treatments – all of which are 100% Cruelty-Free and formulated without the bad stuff (including: Sulfates, Parabens, Phthalates, Gluten and Aluminum Starch). Referred to as Hollywood's favourite hair care, HASK is used by Hair Stylists on the set of more Films & TV Shows than any other hair care brand.

[www.haskbeauty.com](http://www.haskbeauty.com)

ENDS

Link to HASK lifestyle imagery [here](#).

For sample request, high-res images or further information please contact the Brandnation Beauty Team:  
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#### **About Brandnation:**

Brandnation is an award-winning integrated creative marketing and communications agency based in London. It channels purpose, culture, and performance to build creative communications designed for life. Partnering with some of the biggest and brightest brands in the world, the agency's award-winning services include PR, influencer marketing, social media, creative brand campaigns and performance marketing. Its Creativity. Multiplied. philosophy enables brands to upgrade their marketing communications by fusing creativity with intelligent cross-channel integration.

[www.brandnation.co.uk](http://www.brandnation.co.uk)