



Wet Brush Launches a Paul Newman-inspired Hair Brush to Help Children in Need

The brand has teamed up with Newman's Own to give its signature detangler a new, limited-edition hue.



The limited-edition Wet Brush x Newman's Own Pro Detangler in Deep Blue. COURTESY

Fifteen years after his passing, **Paul Newman's** philanthropic legacy has found a new avenue.

Hair care brand Wet Brush has partnered with the late actor's food company, Newman's Own, to introduce a limited-edition Pro Detangler hair brush inspired by Newman's famously blue eyes.

The launch marks the first collaboration under **Newman's Deal**, an initiative introduced in 2022, which allowed brands for a brief period to apply to use Newman's name, image and likeness to promote their product — so long as all proceeds from any proposed collaboration would be donated to charity.

"It's important for us to continue Paul Newman's dedication to philanthropy, but we want to get as many brands as possible involved in doing the same," said Nicole Malcolm-Manyara, chief marketing officer at Newman's Own, noting the company has donated 100 percent of profits — more than \$600 million — to charitable organizations since its founding in 1982.

More than 1,500 of the Wet Brush x Newman's Own Pro Detangler in Deep Blue have been produced, available for purchase for \$14.95 at [wetbrush.com](https://www.wetbrush.com). Proceeds from the launch will go toward organizations including SeriousFun Children's Network, which was started by Newman in 1988 and now comprises a network of 30 camps and programs which aim to support children through adversity.

"We believe everyone deserves a smoother path in life — not just when it comes to hair, but also in facing the challenges that many communities endure in their everyday lives," said Emily Reinheimer, senior director of marketing at Wet Brush parent company, **Beauty** by Imagination. "Like Paul Newman's mission was to spread joy, we, too, are committed to bringing a little bit more joy into the everyday routines of kids and their families."

Malcolm-Manzara did not specify how many more Newman's Deal collaborations the world can expect to see, but said brands across **beauty**, fashion, apparel and home goods categories have expressed interest in teaming up. "Wet Brush is the first company we're partnering with, and we want to continue to partner with other brands — whether in this or other capacities — to do more work in our communities and be as philanthropic as we can."