

Sedora Hair Scents Redefines Everyday Luxury With Innovative Anti-Frizz Hair Fragrances

*Founded by Former Banking Executive
Turned Beauty Visionary, Diana Nickens
of Lakewood, NJ*

NJ, UNITED STATES, November 18, 2025 /EINPresswire.com/ -- [Sedora Hair Scents](#), the rising luxury beauty brand known for merging haircare with fine fragrance, proudly announces its expanding product line and growing presence in the beauty and personal-care market. Founded by Diana Nickens, a former Manhattan banking executive turned entrepreneur, Sedora Hair Scents delivers a new kind of confidence, one that looks good, feels good, and smells unforgettable.



After climbing the corporate ladder to Vice President at a major New York bank, Nickens stepped into her long-held dream: creating salon-quality, signature-scented hair products that offer both style and substance. Today, Sedora Hair Scents is celebrated for its Anti-Frizz Hair Fragrances,

Leave-In Moisturizers, and Hair & Beard Conditioning Cologne Sprays, each designed to elevate daily self-care with a touch of luxury.

“

I created Sedora because I wanted people to feel as polished as they look. Great hair boosts confidence. Amazing-smelling hair transforms it.”

*Diana Nickens, CEO &
Founder*

A Luxury Experience With Real Benefits

Unlike traditional perfumes that can dry out hair, Sedora's products are formulated to hydrate, soften, tame frizz, and leave long-lasting luxury fragrance behind. Each mist is crafted to be lightweight, nourishing, and universally appealing, perfect for busy professionals, beauty lovers,

and anyone wanting their hair (or beard) to smell incredible all day.

A Founder With Vision

Nickens' journey from finance to beauty is more than a career shift, it's a testament to reinvention, resilience, and bold creativity. Her leadership propels Sedora into the luxury beauty space with purpose-driven innovation and an emphasis on self-expression.

Growing Demand & Expanding Reach

With a dedicated audience on social media and a growing nationwide customer base, Sedora Hair Scents continues to expand through online sales, boutique partnerships, and beauty-industry collaborations. New scents and product extensions are currently in development for 2025.

About Sedora Hair Scents

Sedora Hair Scents is a luxury haircare brand based in New Jersey, specializing in Anti-Frizz Hair Fragrances, Leave-In Hydrating Mists, and Hair & Beard Cologne Sprays. The company is committed to clean ingredients, beautiful fragrances, and products that empower confidence through everyday self-care rituals.

Learn more at sedorahairscents.com.

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