



OOF! Life can be hard.
We want to make it beautiful.



Information

About OOF!

Founded by a mother-daughter team in Austin, Texas, OOF! is a **certified women and disabled-owned brand**.

Both founders live with **Ehlers-Danlos Syndrome (EDS)**, a connective tissue disorder. What started as two women navigating chronic illness became a mission to help others look and feel their best.

From our HALO 100% cotton t-shirt hair towels to our advocacy for EDS awareness and **charitable giving through WOOOF! by OOF!**, everything we do is rooted in kindness, simplicity, and real stories.

What Make HALO Hair Towels Special?

Feature	Why It Matters
100% Cotton (no synthetics)	Cotton is breathable and gentler on hair. Doesn't leach microplastics. Plastics in microfiber can cause breakage and curls to lose shape with time.
Jersey-Knit Fabric	Low surface area (300% less than microfiber, 200% less than terry cloth) → less friction, less frizz, less breakage.
Lightweight, Absorbent	Wicks water without stripping natural oils; gentle on every hair type.
Curly Girl Method Approved	Protects the natural curl pattern when drying.

How to Use The HALO

Our simple design allows you the choice between curly and wavy hair plopping, wrapping in a turban or scrunching. Visit <https://www.weareoof.com/how-to-use> to learn more.



About The Founders

Annaleise Hall — Co-founder, mom, grandma, and EDS warrior, passionate about raising awareness for Ehlers-Danlos Syndrome and helping others navigate chronic pain and illness. She volunteers with local animal rescues.

Ella Chatmas — Navy wife, mother, and co-founder of OOF!. She balances family life in California with her husband, their young son Tommy (and another baby on the way), while navigating EDS and championing gentle, effective hair care.