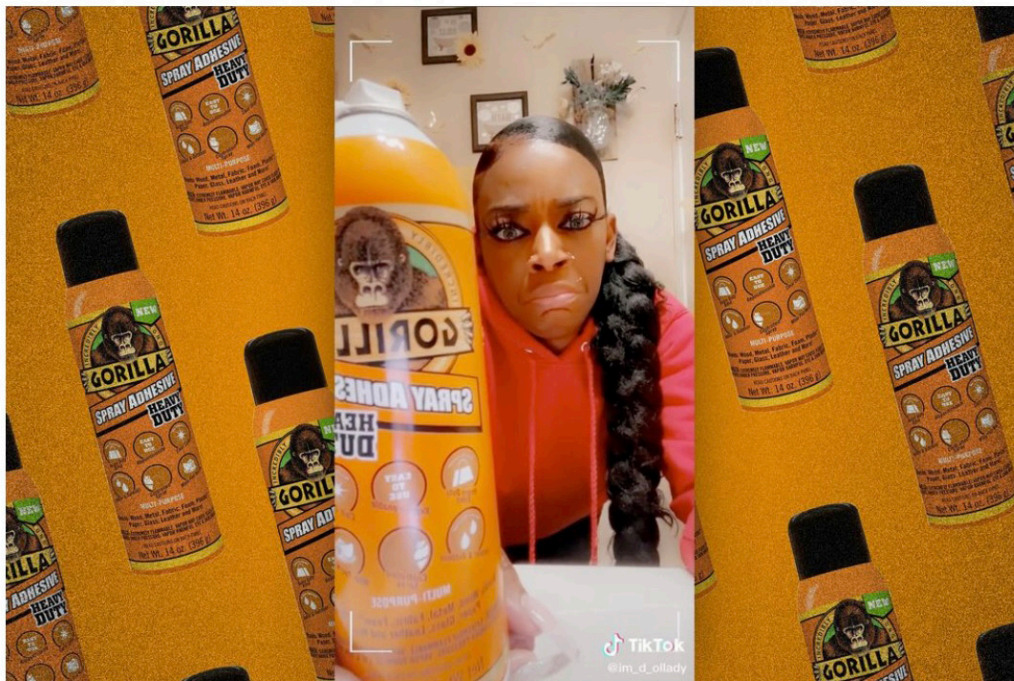


GORILLA GLUE SALES SOAR FROM ENTIRELY UNSOLICITED SOCIAL MEDIA WINDFALL

Besides a bit of empathy for woman who used its product in her hair, Gorilla Glue stays silent as sales and awareness explode



By [Jack Neff](#). Published on February 18, 2021.



Credit: Composite images: [@im_d_ollady](#) via TikTok, Gorilla Glue

Putting Gorilla Glue in her hair and showing the results in a [TikTok video](#) may not have worked well for [Tessica Brown](#)—but for Gorilla Glue, it's been an amazing

That the situation has spawned some racist social media posts seems like it has the potential to create negative perceptions about Gorilla Glue among Blacks, but Wil Shelton, CEO of Wil Power Integrated Marketing in Los Angeles, doesn't believe it has based on what he's seen in social media. "They didn't really have control over what she did," Shelton says.

The incident does highlight continued deficiencies in availability, distribution and marketing of hair-care products for Black people, who have long turned to non-beauty products like mayonnaise when they can't find beauty products that meet their needs, Shelton says. In Brown's case, she turned to Gorilla Glue she already had at home after running out of Got2B glued hair spray she had been using.

"We do need more accessibility for Black-owned hair-care brands," Shelton says, "and more shelf space and availability given to them than we have had in the past."