

be curly™ conditioner



Hydrating conditioner that enhances wave or curl, combats frizz and boosts shine in wavy or curly hair



technology

Hydrolyzed wheat protein and certified organic aloe blend expands when hair is wet and retracts when hair is dry to enhance wave or curl



Untreated hair
(illustration)



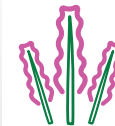
Hair treated
with Be Curly™
Shampoo
and Conditioner
(illustration)

Result: intensified
curls and waves



functional botanicals

- Certified organic aloe and palm oil-derived conditioner tame frizz
- Organic sunflower seed oil boosts shine



pure-fume™ aroma

A refreshing, citrus aroma featuring certified organic lime, lemon, bergamot and orange



texture/form

Liquid lotion



packaging

6.7 fl oz/200 ml tube made with a minimum of 30% post-consumer recycled (PCR) high-density polyethylene (HDPE)



usage and application

Massage into scalp and hair after shampooing with Be Curly™ Shampoo. Rinse. For best results, style with Curl Enhancer.

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Q & A

Q: Who is this product for?

A: Be Curly™ Conditioner is for guests with natural or permed wave or curl who wish to enhance and intensify their wave or curl, dramatically reduce frizz, define their wave or curl and add shine.

Q: Can this product be used on straight hair to make it wavy or curly?

A: Be Curly™ products will only enhance and intensify wave or curl that is already in the hair. They will not make straight hair wavy or curly.