

be curly™ intensive detangling masque



Masque that helps detangle and moisturize curls and coils and fight frizz with every use



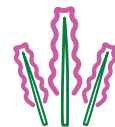
functional botanicals

Certified organic babassu oil and shea butter help detangle and intensely condition hair



sourcing story

BABASSU FROM BRAZIL



pure-fume™ aroma

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



texture/form

Creme



packaging

5 fl oz/150 ml tube made with a minimum of 59% post-consumer recycled (PCR) high-density polyethylene (HDPE) and up to 41% bioplastic*



usage and application

Smooth evenly through damp hair from roots to ends after cleansing with Be Curly™ Shampoo or Be Curly™ Co-Wash. Leave in for 2–5 minutes. Rinse thoroughly.

*Bioplastic contains up to 4% virgin petrochemical material.

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Q & A

Q: Who is the ideal guest for this product?

A: Be Curly™ Intensive Detangling Masque is formulated for curly- and coily-haired guests whose curls or coils get tangled easily or who want to intensely condition their hair.

Q: How often should the average curly- or coily-haired guest use this product?

A: Guests should use Be Curly™ Intensive Detangling Masque as often as needed to help detangle and intensely condition their curls or coils.

Q: How often should a guest who shampoos their hair once a week use this product?

A: Guests who shampoo their hair once a week may use Be Curly™ Intensive Detangling Masque every time they shampoo, based on their desired result.

Q: Can this product be used in place of Be Curly™ Conditioner?

A: Yes. Guests may choose to use either Be Curly™ Intensive Detangling Masque or Be Curly™ Conditioner.