

be curly™ shampoo

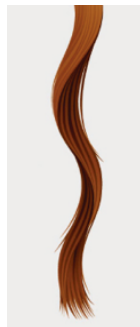


Gentle shampoo that enhances wave or curl, combats frizz and boosts shine in wavy or curly hair

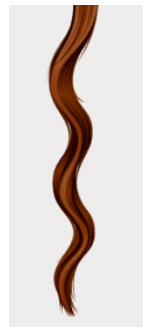


technology

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



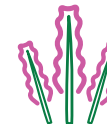
functional botanicals

- Certified organic coconut and babassu nut gently cleanse hair
- Certified organic aloe and palm oil-derived conditioner tame frizz



sourcing story

BABASSU FROM BRAZIL



pure-fume™ aroma

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



texture/form

Liquid

be curly™ shampoo



packaging

8.5 fl oz/250 ml bottle made with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



usage and application

Massage into wet hair and scalp. Rinse. For best results, follow with Be Curly™ Conditioner.



Q & A

Q: Who is this product for?

A: Be Curly™ Shampoo 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.