

be curly™ curl enhancer



Curl enhancing lotion that intensifies curls, 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



functional botanicals

- Certified organic aloe helps moisturize hair and tame frizz while adding shine
- Certified organic marshmallow root helps provide smooth hold
- Soy-derived vitamin E helps protect hair from environmental aggressors
- Pro-vitamin B5 helps thicken hair while adding moisture



pure-fume™ aroma

A fresh aroma with a refreshing top note of organic peppermint and rosemary and a citrus top note of organic bergamot, grapefruit and lemon essential oils mixed with jasmine, galbanum, organic lavender and ylang ylang



texture/form

Lotion



packaging

6.7 fl oz/200 ml tube



usage and application

Smooth generously on damp hair. Dry naturally or blow-dry with a diffuser for added volume and curl definition.

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Q & A

Q: Are there any professional tips or techniques to make hair stay wavy or curly?

A: Yes. Here are some tips and techniques from Antoinette Beenders:

Pat wet hair with towel to dry. Do not rub; this causes frizz.

Blow-dry hair on half speed with full heat, using a diffuser attachment.

For extra lift and volume, flip head upside down when blow-drying.

Don't brush or comb wavy or curly hair when dry; this removes curl and causes frizz.