

be curly™ style-prep™



Styling lotion that sets the perfect foundation for wavy or curly hair styles on shampoo and non-shampoo days by sealing the cuticle to define and maintain waves and curls while moisturizing and providing all-day frizz control



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

- Organic babassu oil, organic baobab seed oil and macadamia nut oil help moisturize and soften hair
- Guar bean and plant-derived cellulose help maintain wavy or curly styles throughout the day



sourcing story

BABASSU FROM BRAZIL



pure-fume™ aroma

A refreshing citrus aroma with certified organic lime, lemon, bergamot, orange and other pure plant and flower essences



texture/form

Lotion

be curly™ style-prep™



packaging

3.4 fl oz/100 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



usage and application

To prep hair for styling, work a small amount of product in hands and apply through damp hair. Style. To reactivate curl on non-shampoo days, dampen hair and apply.

Q & A

Q: Why was this product developed?

A: According to a guest panel survey of Be Curly™ users, the greatest hair needs are curl definition and elimination of frizz.* The research also shows that 51 percent of the panelists do not wash their hair daily, choosing to instead rinse or spray their hair with water and sometimes use conditioner. Further only three out of 10 curly-haired Americans are satisfied with their current leave-in conditioner, and only four out of 10 are satisfied with their styling product.** Be Curly™ Style-Prep™ was developed based on consumer insights and is formulated to meet the styling and usage needs of curly-haired guests.

Q: Can this product be used on all hair types?

A: Yes. Be Curly™ Style-Prep™ performs on all curly hair types. Whether the hair is fine and limp or thick and dry, the lightweight, alcohol-free formula will control frizz, moisturize and keep curls bouncy all day without adding unwanted weight. When tested on Latino guests, it rated higher for all-day frizz control, curl definition, weightlessness and shine. When consulting with a guest, make sure to recommend the appropriate application amount based on the length of hair. The product should be applied evenly from roots to ends to ensure maximum frizz control and curl definition.

Q: Is this product safe to use on permed or color-treated hair?

A: Yes. Be Curly™ Style-Prep™ is safe to use on permed or color-treated hair. Permed hair will benefit from the moisture, curl definition and all-day frizz control Be Curly™ Style-Prep™ provides.

* Aveda Inner Circle Be Curly Users Survey, May 2009

** U.S. Generic Hair Care Survey, 2009