

Curl Expression

Invitation to express in their own way
the uniqueness of each curl pattern.

No matter the curve, twist, spiral or loop, unique curl pattern demands specific care the pro way.

2x more hydration.
11x more definition.
48h frizz-free protection.



3 ACTIVE INGREDIENTS:
G LYCERIN, UREA H AND HIBISCUS SEED

SHAMPOO



500ml, 1500ml

ANTI BUILDUP JELLY

RESULT

Formula with a quick-foaming lightweight texture. Gently eliminates buildup while providing moisture with no itchy feeling or stripping hair. Free from Sulfate, silicone and paraben.

HOWTO USE

Apply Anti-buildup or Intense moisturizing according to the level of buildup on the scalp and the fiber.



500ml, 1500 ml

INTENSE MOISTURIZING CLEANSING CREAM

RESULT

Ultra creamy formula that transforms into a rich and enveloping foam when in contact with water. Gently cleanses curls while providing weightless, long lasting hydration, for healthy and easy- to-detangle curls and coils. Free from Sulfate and paraben.

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INTENSIVE MOISTURIZER MASKS



250ml, 500ml

NATURAL FEEL

RESULT

Soft-melting balmy formula that is instantly absorbed by curls to seal in moisture. Deeply hydrates curls and coils while providing shine and frizz-control, for a free-flowing and natural feel.

HOWTO USE

After Curl Expression shampoo, after wringing out the hair, apply either the intensive moisturizer mask or the intensive moisturizer rich mask generously depending on the texture and porosity of the hair and the results expected.



250ml, 500 ml

RICH MASK – LUXURIOUS FEEL

RESULT

Rich soft-melting buttery formula that gently envelops curls to ensure an intense hydration. Intensely hydrates curls and coils while providing shine and frizz-control, for a tamed and luxurious feel.

LONG-LASTING INTENSIVE LEAVE IN MOISTURIZER



200ml

LONG-LASTING INTENSIVE LEAVE IN MOISTURIZER WITH HEAT PROTECTION.

RESULT

Concentrated with plant-based Glycerin 2%, Urea H and Hibiscus Seed for intensely moisturized and fortified curls and coils. It protects hair against heat up to 230°C/450°F. A smooth creamy gliding formula that lasts on hair with no weight down.

HOWTO USE

Apply a small amount of product on your fingertips and spread evenly on lengths. The drier the fiber, the more you can apply.

10-IN-1 CREAM-IN-MOUSSE



250ml

10-IN-1 CREAM-IN-MOUSSE

RESULT

Concentrated with plant-based Glycerin 1%, Urea H and Hibiscus Seed for intensely moisturized and fortified curls and coils. Alcohol-free formula that combines the deep care of a cream with the fluffiness of a mousse in a satisfying whipped cream texture that melts evenly into hair providing hold with care.

HOWTO USE

After rinsing the mask, apply starting from end to lengths with a scrunching motion. Follow with the drying accelerator spray for quicker drying.

DEFINITION ACTIVATOR LEAVE IN



200ml

DEFINITION ACTIVATOR LEAVE IN

RESULT

Concentrated with plant-based Glycerin 2%, Urea H and Hibiscus Seed for intensely moisturized and fortified curls and coils. Unique formula combining the deep care of a cream with the extra hold of a jelly for perfectly defined curls and coils with no crunch

HOWTO USE

Apply a small amount of product on your fingertips and apply on hair using a definition technique gesture like finger coils gesture. It activates curls and coils for 12 times more definition and 3 times more hydration with less frizz. Curls and coils are perfectly defined from root to ends. It protects hair against heat up to 230°C/450°F.

CURLS REVIVER LEAVE IN



250ml

CURLS REVIVER LEAVE IN

RESULT

Concentrated with plant-based Glycerin 3%, Urea H and Hibiscus Seed for intensely moisturized and fortified curls and coils.

HOWTO USE

Spray on curls and coils every morning after pillow friction. Can be used before dry-cutting to revive the pattern without wetting it. For bouncy curls and coils, apply progressively with a scrunching motion, 20 centimeters away from hair. Instantly revives curls every morning for 6 times more definition and 48h frizz-free protection.

