

# Curl Expression.

[The technical sheet]



# Curl Expression: scientific formula.

3 active ingredients: Glycerin, Urea H and Hibiscus Seed.

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



## [Glycerin]

Plant-based humectant known for its effective moisturizing power as it holds on to water. Highly concentrated at up to 3%, it provides long lasting hydration on driest fibers.



## [Urea H]

Naturally present in skin, this emollient agent has a double action of retaining hydration and reinforcing hydrolipid barrier.



## [Hibiscus Seed]

Deeply rooted in African beauty rituals, this super rich natural source of amino-acids and high-grade vitamins is extracted from the heart of the hibiscus flower for ages for its amazing benefits of moisture, strength, shine, softness and curl definition.



# Curls and coils professional routine.

Express your curls the pro way.



[STRAIGHT]  
No pattern.



[WAVY]  
Loose pattern.



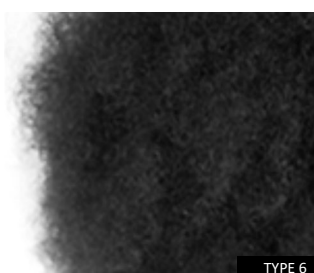
[WAVY, CURLY]  
Distinct waves with spirals.



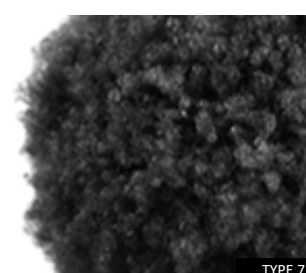
[CURLY]  
Tight pattern with define curls and ringlets.



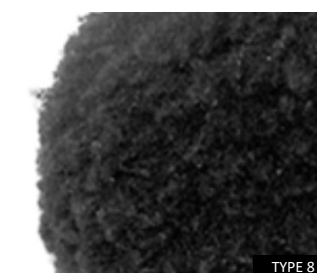
[VERY CURLY]  
Tight pattern with a distinct S-curls.




















[TIGHT CURLS]  
Tight S-curls non-uniform spirals aspect.



[COILY]  
Distinct Z-pattern.



[VERY COILY]  
Defined interlocking, Z-pattern.

|   | Once a week.   |   | Daily use.  |   |   |   |  |   |
|---|--|---|---|---|---|---|--|---|
|   | CLEANSE AND TREAT  | STYLE   |   | REVIVE  |   |   |  |   |
| <b>LOOSE CURLS.</b><br>Goals: Perfect clumping, long lasting hydration and definition, no weight down on hair.  | <br>1. Moisturizing shampoo   | <br>2. Intensive moisturizer mask - natural feel | <br>3. Cream-in-mousse.                          | <br>Curls reviver.   |   |   |  |   |
| <b>TIGHT CURLS.</b><br>Goals: Easy product access on scalp, fast and easy detangling, long lasting definition and intense hydration, no residue on hair.  | <div style="text-align: center;">Every other week</div> <br>1. Anti buildup shampoo                   | AND   | <br>1. Moisturizing shampoo                        | <div style="text-align: center;">With steaming</div> <br>2. mask - natural feel              | <br>3a. Long lasting moisturizer cream | <br>3b. Cream-in-mousse.   | <br>Curls reviver.                    |   |
| <b>COILS</b><br>Goals: Easy product access on scalp, fast detangling and sectioning, long lasting definition and intense hydration, no residue on hair.   | <div style="text-align: center;">Extra Hydration / Extra Definition</div> <br>1. Anti buildup shampoo |   | <br>2. Intensive moisturizer mask - luxurious feel | <div style="text-align: center;">Extra Hydration</div> <br>3. Long lasting moisturizer cream | <br>4. Cream-in-mousse.               | <div style="text-align: center;">Extra Definition</div> <br>3. Definition activator. | <br>4. Long lasting moisturizer cream | <br>Curls reviver. |
| <b>CURLS IN TRANSITION.</b><br>Concern: Very damaged and uneven pattern.<br>Habits: Big chop or protective hairstyles.<br>Goals: Quicker growth, fortifying damaged fiber, easy and painless protective hairstyles, harmonized pattern. | Choose the routine according to your natural hair type.  |   |   |   |   |   |  |   |

# Product's knowledge.

## Shampoos.

CONCENTRATED WITH PLANT-BASED GLYCERIN, UREA H AND HIBISCUS SEED FOR INTENSELY MOISTURIZED AND FORTIFIED CURLS AND COILS.

**HOW TO:** apply Anti-buildup or Intense moisturizing according to the level of buildup on the scalp and the fiber.

### Anti buildup jelly.

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



### Intense moisturizing cleansing cream.

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. Sulfate and paraben free.



## Intensive moisturizer Masks.

CONCENTRATED WITH 2.5% (NATURAL FEEL MASK) AND 3% (LUXURIOUS FEEL MASK) PLANT-BASED GLYCERIN, UREA H AND HIBISCUS SEED.

**HOW TO:** 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 result expected.

### Natural feel.

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.



### Rich mask - luxurious feel.

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 with heat protection.

CONCENTRATED WITH PLANT-BASED GLYCERIN 2%, UREA H AND HIBISCUS SEED FOR INTENSELY MOISTURIZED AND FORTIFIED CURLS AND COILS.

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

It protects hair against heat up to 230 °C/450 F.

An onctuous creamy gliding formula that lasts on hair with no weight down.



## Multi-benefits 10-in-1 cream-in-mousse.

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.

**HOW TO:** after rinsing the mask, apply starting from ends to lengths with a scrunching motion. Follow with the drying accelerator spray for quicker drying.

### 10 BENEFITS:

1. Deeply hydrates curls and coils.
2. Makes hair 11 times more defined.
3. Strengthens hair fiber.
4. Protects hair against humidity.
5. Protects hair against heat, up to 230 °C/450°F\*.
6. Smoothes hair.
7. Easy application.
8. Makes hair feel supple.
9. Protects hair from friction.
10. Works with multiple styling routines.



\*Instrumental tests.

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

## Definition activator leave in.

CONCENTRATED WITH PLANT-BASED GLYCERIN 2%, UREA H AND HIBISCUS SEED FOR INTENSELY MOISTURIZED AND FORTIFIED CURLS AND COILS.

**HOW TO:** 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\*\*.

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.



## Curls reviver leave in.

CONCENTRATED WITH PLANT-BASED GLYCERIN 3%, UREA H AND HIBISCUS SEED FOR INTENSELY MOISTURIZED AND FORTIFIED CURLS AND COILS.

**HOW TO:** 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.




\*Instrumental tests.


\*\*Without ethylic alcohol.

\*\*\*Clinical study, 292 subjects during 3 months.



# Pro gestures.

| SHAMPOO GESTURES.          | CURLS.   | COILS.   |
|----------------------------|--|--|
| [FOR WHO]                  | From wavy to very curly.   | From very curly to very coily.   |
| [FOR WHAT]                 | Gently cleanse the hair while starting to moisturize the hair fiber.   | Gently remove product build-up from the scalp while beginning to moisturize the hair fiber.  |
|                            | NO DETANGLING BEFORE SHAMPOO.  | LIGHT DETANGLING ON THE ENDS.  |
| [STEP 1]<br>Wet the hair.  | Wet the hair with lukewarm water from the top of the head to the neck. Hot water will sensitize the fiber, whereas cool water won't open the cuticle.  | <b>DO 3 OR 4 SECTIONS</b><br>Start by the neck, wet with lukewarm water respecting the hair direction, then emulsify to push the water inside the fiber. Repeat on each section. |
| [STEP 2]<br>Apply shampoo. | <br><b>2 PUMPS</b><br>One in the front, and one in the top of the neck (one or two shampoos according to the needs of the hair).<br><br>1st: Anti buildup cleansing jelly. 2nd: Intense moisturizing cleansing cream. |  |
| [STEP 3]                   | Massage hair in circular motions. Be careful not to rub, join and cross fingers. Apply small pressure on the scalp. Be careful not to tangle the hair.   |  |
| [TIPS]                     | Respect the hair direction to avoid tangling the hair. Dry with microfiber towel.  |  |

| CARE GESTURES.                 | CURLS.   | COILS.   |
|--------------------------------|--|--|
| [FOR WHO]                      | From wavy to very curly.   | From very curly to very coily.   |
| [FOR WHAT]                     | Have hair moisturized and maintain the right porosity.the hair fiber.  | Open the scales, push the care inside the fiber thanks to humidity, close the scale to maintain the right porosity and have the hair hydrated.   |
| [STEP 1]<br>After the shampoo. | <br><b>MAKE 4 SECTIONS</b><br>Apply the mask with the brush, from neck to top, do not apply on the scalp. Length's massage, detangle with large comb or hairbrush. Start by the ends.<br>Apply a hot wet towel during 5' to 20'. (cf service menu). Rinse in the fiber direction.<br>Mop the water up with the microfiber towel without friction. | <b>MAKE 4 SECTIONS</b><br>Apply the mask with the brush, from neck to top, do not apply on the scalp. Length's massage, detangle with large comb or hairbrush. Start by the ends.<br>Apply a hot wet towel and a dryer during at least 20' (cf service menu). Rinse in the fiber direction. Mop the water up with the microfiber towel without friction. |
| [STEP 2]<br>After the mask.    | Depending on the styling that you will do, detangle the hair or not.   |  |
| [STEP 2]<br>Leaves in.         | Apply with hands strand by strand from neck to top. Always respect the hair direction to avoid tangling the hair.  |  |