

AVEDA

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HAIR CARE

be curly™ curl enhancing lotion



POSITIONING STATEMENT

Intensifies curl, tames frizz and boosts shine on curly or wavy hair.

INGREDIENT BENEFITS

- Wheat protein expands when wet and retracts when dry to lock in curl
- Certified organic aloe helps tame frizz while adding shine
- Certified organic marshmallow root helps provide smooth hold

PARTNERS WITH

- Shampure™ Shampoo
- Shampure™ Conditioner
- Styling Curescence™ Spray Detangler
- Brilliant™ Humectant Pomade

USAGE/APPLICATION

- To temporarily enhance natural or permed curl/wave, smooth generously on damp hair. Use a diffuser for added volume and curl definition.

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