

AVEDA

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be curly™ shampoo

HAIR CARE

11/06



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POSITIONING STATEMENT

Be Curly™ Shampoo is a daily gentle cleanser designed to enhance wave or curl, combat frizz and boost shine on curly or wavy hair.

INGREDIENT BENEFITS

- Gently cleanses—with ingredients derived from certified organic coconut and babassu nut
- Hydrolyzed wheat protein and organic aloe—expands when hair is wet and retracts when hair is dry to enhance curl or wave
- Tames frizz—with a blend including organic aloe and palm oil
- Boosts shine—with conditioning agents derived from guar bean
- Aroma of certified organic lime, lemon, bergamot, orange and other plant and flower essences

USAGE/APPLICATION

Step 1: Use Be Curly™ Shampoo, a gentle cleanser designed to enhance wave/curl and combat frizz.

Step 2: Condition with Be Curly™ Conditioner to enhance wave/curl, combat frizz and boost shine.

Step 3: Apply Be Curly™ Curl Enhancer to damp hair to intensify curl and wave prior to diffusing or letting hair dry naturally.

Step 4: Once hair is dry, apply Be Curly™ Curl Control to shape and define curl while reducing frizz.

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