

AVEDA

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HAIR CARE

## be curly™ curl control



### POSITIONING STATEMENT

Be Curly™ Curl Control shapes, moisturizes and defines curl/wave while reducing frizz.

### INGREDIENT BENEFITS

- Tamanu oil—sustainably sourced from the island of Vanuatu, moisturizes hair and helps reduce frizz
- Organically grown tapioca starch—helps product easily absorb into hair

### 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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