



## All Curls are Beautiful Curls

Find out more at [www.beautifulcurls.net](http://www.beautifulcurls.net)

Beautiful Curls is based on the belief that beauty comes in all forms – and Beautiful hair is no different. Beautiful Curls are loose waves, big curls, medium spirals, tight kinky coils and all things in between. Beautiful Curls are healthy curls, and our rich, certified fair trade shea butter formulas moisturize and nurture for healthy, shiny and happy curls of all types.

Beautiful Curls formulas combine handcrafted unrefined shea butter with new, curly hair specific ingredients - fresh plant extracts, unrefined oils and naturally sourced additives - to soften, moisturize and enhance curls. These ingredients include:

- **Certified Fair Trade Shea Butter** - Powerful moisturizer with protective and antioxidant properties
- **Virgin Coconut Oil** - Moisturizing, antioxidant, regulates scalp oil production and promotes shine
- **Choline** – B vitamin, Positively charged natural polyquaternium compound; neutralizes the negative charges of hair proteins and helps reduce frizz
- **Magnesium Sulfate** - "Epsom Salt" from natural mineral deposits. Softens hair, adds body, reduces static
- **Panthenol** – Vitamin B 5. Humectant, emollient and moisturizer. Binds, coats and lubricates the hair shaft, enhances shine
- **Aloe Vera Gel** - Promotes thicker, stronger hair; helps prevent hair loss
- **Herbal Extracts**



*Chamomile - Soothing, calming, accentuates highlights and soothes the scalp*

*Yarrow - Soothing, normalizes scalp oil production*

*Calendula - Calming, soothing, helps prevent dry scalp conditions*

*Neem - General scalp health, antioxidant, protective*

*Arnica - Stimulates hair growth, helps prevent loss*

*Comfrey - Humectant, promotes softer, stronger hair*




- **Natural Scents** - Scented with blends of essential oils and botanical extracts – no synthetic fragrances or derivatives.

### What we leave out....

Formulated with clean, simple ingredients, Beautiful Curls leaves out certain additives:

- No harsh sulfates • No mineral oil
- No synthetic fragrances • No parabens
- No animal testing

The chart below gives general guidelines for choosing a Beautiful Curls product for established curls; for growing curls of all ages, we recommend the Curl Nurturing System. Find detailed instructions for product use on our website: [www.beautifulcurls.net](http://www.beautifulcurls.net).

Curl Pattern	Texture	Shampoo	Conditioning Treatment	Leave-In Conditioner	Styling Product	Touch-Ups
<b>Wavy</b> (loose) 	<i>Fine</i>	Shea Butter Curl Enhancing Shampoo	Deep Conditioning Treatment Every 3-4 weeks	Shea Butter Curl Enhancing Leave-In Conditioner	Shea Butter Curl Defining Gel	Shea Butter Curl Refreshing Tonic
	<i>Medium</i>	Shea Butter Curl Enhancing Shampoo	Deep Conditioning Treatment Every 2 weeks	Shea Butter Curl Enhancing Leave-In Conditioner	Shea Butter Curl Defining Gel	Shea Butter Curl Refreshing Tonic & Sculpting Wax
	<i>Coarse</i>	Shea Butter Curl Enhancing Shampoo	Deep Conditioning Treatment Weekly	Shea Butter Curl Enhancing Leave-In Conditioner	Shea Butter Curl Defining Gel	Shea Butter Curl Refreshing Tonic & Sculpting Wax
<b>Curly</b> (Medium) 	<i>Fine</i>	Shea Butter Curl Activating Shampoo	Deep Conditioning Treatment Every 2 weeks	Shea Butter Curl Activating Leave-In Conditioner	Shea Butter Curl Activating Cream	Shea Butter Curl Refreshing Tonic
	<i>Medium</i>	Shea Butter Curl Activating Shampoo	Deep Conditioning Treatment Weekly	Shea Butter Curl Activating Leave-In Conditioner	Shea Butter Curl Activating Cream	Shea Butter Curl Refreshing Tonic & Sculpting Wax
	<i>Coarse</i>	Shea Butter Curl Activating Shampoo	Deep Conditioning Treatment Weekly	Shea Butter Curl Activating Leave-In Conditioner	Shea Butter Curl Activating Cream	Shea Butter Curl Refreshing Tonic & Sculpting Wax
<b>Kinky</b> (Tight) 	<i>Fine</i>	Shea Butter Curl Activating Shampoo	Deep Conditioning Treatment Weekly	Shea Butter Curl Activating Leave-In Conditioner	Shea Butter Curl Activating Cream	Shea Butter Curl Refreshing Tonic & Sculpting Wax
	<i>Medium</i>	Shea Butter Curl Activating Shampoo	Deep Conditioning Treatment Weekly	Shea Butter Curl Activating Leave-In Conditioner	Shea Butter Curl Activating Cream	Shea Butter Curl Refreshing Tonic & Sculpting Wax
	<i>Coarse</i>	Shea Butter Curl Activating Shampoo	Deep Conditioning Treatment Weekly or more as needed	Shea Butter Curl Activating Leave-In Conditioner	Shea Butter Curl Activating Cream	Shea Butter Curl Refreshing Tonic & Sculpting Wax