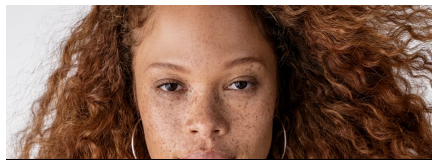


**CUSTOMIZED  
REGIMENS FOR EACH  
TYPE OF CURL**



# WAVY/CURLY REGIMENS

FOR LOOSE WAVES TO SOFT CURLS  
(CURL LEVEL 2)



## ★ 1 CLEANSE

REMOVE BUILDUP  
**BAIN HYDRATATION DOUCEUR**  
GENTLE CREAMY SHAMPOO



## ★ 2 TREAT

INFUSE MOISTURE  
**FONDANT HYDRATATION ESSENTIELLE**  
LIGHTWEIGHT MOISTURE  
REPLENISHING CONDITIONER

## 4 REFRESH

REVIVE CURL PATTERN  
**REFRESH ABSOLU**  
SECOND DAY CURL REFRESHING SPRAY



## 3 PRIME & DEFINE

MOISTURIZE - DEFINE - SHINE

**GELÉE CURL CONTOUR**  
CURL ENHANCING DEFINING  
GEL-CREAM



**CREME DE JOUR FONDAMENTALE** **+ /OR**  
DAILY MOISTURIZING FRIZZ-  
REDUCING LEAVE-IN TREATMENT



★ key product per curl type

# VERY CURLY REGIMENS

FOR TIGHTER CURLS TO CORKSCREW CURLS  
(CURL LEVEL 3)



## 1 CLEANSE

REMOVE BUILDUP  
**BAIN HYDRATATION DOUCEUR**  
GENTLE CREAMY SHAMPOO



## 2 TREAT

DEEP MOISTURE & DETANGLING  
**MASQUE BEURRE HAUTE NUTRITION**  
EXTRA RICH NOURISHING MASK TREATMENT

★ key products per curl type

## 4 REFRESH

REVIVE CURL PATTERN  
**REFRESH ABSOLU**  
SECOND DAY CURL REFRESHING SPRAY



## 3 PRIME & DEFINE

MOISTURIZE - DEFINE - SHINE

**HUILE SUBLIME REPAIR**  
NOURISHING MULTI-USE  
SCALP & HAIR OIL



**CREME DE JOUR  
FONDAMENTALE**  
DAILY MOISTURIZING  
FRIZZ-REDUCING  
LEAVE-IN TREATMENT

+

+ / OR



**GELÉE CURL  
CONTOUR**  
CURL ENHANCING  
DEFINING GEL-CREAM

# COILY REGIMENS

FOR TIGHTLY COILED TO Z-ANGLED COILS  
(CURL LEVEL 4)



## 1 PRE-CLEANSE

NOURISH & DETANGLE  
**HUILE SUBLIME REPAIR**  
NOURISHING MULTI-USE SCALP & HAIR OIL



## 2 CLEANSE

REMOVE BUILDUP  
**BAIN HYDRATATION DOUCEUR**  
GENTLE CREAMY SHAMPOO



## 3 TREAT

DEEP MOISTURE & DETANGLING  
**MASQUE BEURRE HAUTE NUTRITION**  
EXTRA RICH NOURISHING MASK TREATMENT



## 6 REFRESH

REVIVE CURL PATTERN  
**REFRESH ABSOLU**  
SECOND DAY CURL REFRESHING SPRAY



## 5 OVERNIGHT

INFUSE MOISTURE & SHINE  
**HUILE SUBLIME REP**  
NOURISHING MULTI-USE SCALP & HAIR OIL



## 4 PRIME & DEFINE

L.O.C. METHOD: MOISTURIZE - DEFINE - SHINE



**CREME DE JOUR FONDAMENTALE**  
DAILY MOISTURIZING  
FRIZZ-REDUCING  
LEAVE-IN TREATMENT

+



**HUILE SUBLIME REPAIR**  
NOURISHING  
MULTI-USE SCALP  
& HAIR OIL

+



**GELÉE CURL CONTOUR**  
CURL ENHANCING  
DEFINING GEL-  
CREAM

★ key products per curl type

# BAIN HYDRATATION DOUCEUR

GENTLE CREAMY SHAMPOO

1. CLEANSE



## CLEANSSES

**SCALP & HAIR GENTLY**  
TO REMOVE ALL IMPURITIES & BUILDUP\*



\*BAIN VS. NON-CONDITIONING SHAMPOO

# FONDANT HYDRATATION ESSENTIELLE

LIGHTWEIGHT MOISTURE REPLENISHING **CONDITIONER**

2. TREAT



**DETANGLES**

**+98% DETANGLED KNOTS\***

**CONDITIONS**

**80% MORE CONDITIONED\***  
WITH NO WEIGH DOWN\*\*

**REDUCES FRIZZ**

**FOR 24 HOURS**  
AND PROTECTS AGAINST HUMIDITY\*

**ADDS SHINE**

**2X SHINIER CURLS\***

\*FONDANT VS. NON-CONDITIONING SHAMPOO  
\*\*SYSTEM OF BAIN, FONDANT, CRÈME, GELÉE

# MASQUE BEURRE HAUTE NUTRITION

EXTRA RICH NOURISHING MASK

2. TREAT



**STRENGTHENS**

**+52% STRONGER CURLS\***

**CONDITIONS**

**81% MORE CONDITIONED**  
WITH INSTANT FRIZZ REDUCTION\*

**PROMOTES**

**HAIR BOUNCE\*\***

**ADDS SHINE**

**2X SHINIER CURLS\***

\*MASQUE VS. NON-CONDITIONING SHAMPOO  
\*\*SYSTEM OF BAIN, FONDANT, CRÈME, HUILE, GELÉE

# CRÈME DE JOUR FONDAMENTALE

MOISTURIZING FRIZZ-REDUCING LEAVE-IN TREATMENT

3. PRIME + DEFINE

LOCKS IN SMOOTHNESS

**74% MORE CONDITIONED\***  
WITH NO WEIGH DOWN\*\*

DETANGLES

**+98% DETANGLING\***

DEFINES

**+74% DEFINITION\***

STRENGTHENS

**+76% STRONGER CURLS\***



REDUCES FRIZZ

**INSTANTLY FOR 24 HOURS\***

PROTECTS

**FROM HEAT UP TO 450°F\***

\*CRÈME VS. NON-CONDITIONING SHAMPOO  
\*\*SYSTEM OF BAIN, FONDANT, CRÈME, GELÉE



# HUILE SUBLIME REPAIR

NOURISHING MULTI-USE SCALP & HAIR OIL

3. PRIME + DEFINE



## STRENGTHENS

**+99% STRONGER CURLS**  
AND REDUCED BREAKAGE\*

## HYDRATES & SOFTENS

**+67% HYDRATION & +56% SOFTNESS\***

## DEFINES

**+74% DEFINED CURLS\***

## REDUCES FRIZZ

**INSTANTLY FOR 24 HOURS\***

\*HUILE VS. NON-CONDITIONING SHAMPOO

# GELÉE CURL CONTOUR

CURL ENHANCING DEFINING GEL-CREAM

3. PRIME + DEFINE



## ENHANCES

**+74% DEFINED CURLS\***  
WITH NO CRUNCH\*\*

## HYDRATES & SOFTENS

**+61% HYDRATION & 64% SMOOTHER\***  
WITH NO WEIGH DOWN\*\*

## REDUCES FRIZZ

**INSTANTLY FOR 24 HOURS\***

\*GELEE VS. NON-CONDITIONING SHAMPOO  
\*\*SYSTEM OF BAIN, FONDANT, CRÈME, GELÉE

# REFRESH ABSOLU

SECOND DAY CURL REFRESHING **SPRAY**

4. REFRESH

## REDEFINES CURLS

**+74% MORE DEFINED CURLS**  
INSTANTLY\*

## HUMIDITY SHIELD

**REDUCES FRIZZ INSTANTLY**  
**FOR 24H\***



THE NEW ABSOLUTE  
MUST-HAVE PRODUCT

## REACTIVATES

**MOISTURE, SHAPE & SHINE\*\***  
73% SMOOTHER & 63% MORE HYDRATED\*

\*REFRESH VS. NON-CONDITIONING SHAMPOO  
\*\*SYSTEM OF BAIN, FONDANT, CRÈME, GELÉE AND REFRESH

# NEW CURL MANIFESTO IN-SALON SERVICES

## NEW FUSIO-DOSE

CONCENTRÉ DE FORME  
REPLENISHING RECOVERY TREATMENT



Replenishes curls instantly  
**+88% more smooth & conditioned\***

\*When paired with Booster Nutrition

## TWO WAYS TO APPLY CONCENTRÉ DE FORME TREATMENT:

CONDITIONING SERVICE  
FOR CURL DEFINITION

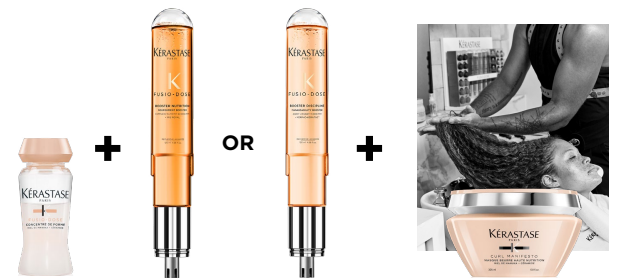
FOR CURLY TO VERY CURLY HAIR  
WITH LOW POROSITY



Treat with Fusio-Dose. Pair with Booster Nutrition or Booster Discipline. Leave on for 5 minutes. Rinse.

DEEP CONDITIONING SERVICE  
FOR CURL STRENGTH & DEFINITION

FOR VERY CURLY TO COILY HAIR  
WITH HIGH POROSITY



Treat with Fusio-Dose. Pair with Booster Nutrition or Booster Discipline. Layer mask over Fusio-Dose. Leave on for 5-30 minutes. Rinse.

# RANGE POSITIONING

## CURL MANIFESTO

## NUTRITIVE

## DISCIPLINE



### TARGET

All curls and coils

Severely dried-out hair

Frizz-prone hair

### NEED

"I want to nourish my curls while enhancing their natural shape."

"My hair is dry and looks dull and brittle, I want to get healthy, moisturized hair."

"I want to smooth down my hair and reduce its natural volume and frizz"

### ACTION

Curl enhancing care with vital hydration and definition  
« Fiber is deeply nourished, curls are soft and bouncy »

Deep penetrating nutrition treatment  
« Hair feels softer and smoother »

Shape control , smoothing with deep care  
« Hair feels relaxed, smoother and more supple »