

## Advanced Climate Control®

FOR ALL CURL TYPES

All curl types and textures experience frizz. Our Anti-Frizz Nano Technology™ is the key to encouraging defined, moisturized, and frizz-free curls – in any climate, anytime. Lock in moisture and lock out humidity.



Defrizzing Shampoo

- Cleanses, prevents frizz, and defines curls



Defrizzing Conditioner

- Locks in moisture and prevents frizz



Featherlight Volumizing Foam

- Provides flexible hold and weightless definition to all curl types



Frizz-Fighting Touch-Up Balm

- Replenishes moisture
- On-the-go style refresher



Featherlight Touch-Up Gel Cream

- Adds weightless moisture
- On-the-go style refresher



Frizz-Fighting Hydrating Mask

- Locks in moisture and strengthens curls

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All-In-1 Leave-In Conditioner

- Primes hair before styling & provides heat protection up to 450'



Featherlight Styling Cream

- Defines curls and locks out humidity



Restore + Revive Bi-Phase

- Renews curl definition and eliminates frizz



Heat & Humidity Gel

- Defines curls with flexible, long-lasting hold
- Locks out humidity



Heat & Humidity Gel—Stronger Hold

- Defines curls with strong, long-lasting hold
- Locks out humidity



Flexible Holding Spray

- Aerosol and alcohol-free hairspray that fights frizz and provides voluminous hold with a crunch-free feel

## Curl Shaper

FOR LOOSE CURLS & WAVES (TYPE 2 CURLS)

A wavy or loose S-shaped curl pattern thrives with definition and light hold. Weightless moisture is the key to encouraging movement and volume without weighing down curls.



Good As New Moisturizing Shampoo

- Cleanses and moisturizes to enhance curl definition



Double Duty Cleansing Conditioner

- Cleanses, conditions, and detangles
- Multitasking formula



Memory Maker 3-in-One Revitalizing Milk

- Repairs dry strands and restores curl definition



Out of Thin (H)air Volumizing Jelly

- Provides all day definition with zero crunch



Take Shape Plumping + Defining Cream

- Shapes, defines, and adds volume to curls



Bounce Back Reactivating Mist

- Adds shine and moisturizes to restore curl consistency

## VitalCurl®+

FOR SPIRAL CURLS (TYPE 2C-3B CURLS)

A uniform ringlet with an S-shape pattern is indicative of this curl type. To help improve curl consistency, definition, and bounce, spiral curls require gentle care and lightweight moisture balance.



Clear & Gentle Shampoo

- Gently cleanses without stripping curls



Balancing Rinse Conditioner

- Balances moisture and detangles



Tress Effects® Styling Gel

- Defines curls with long-lasting hold



Define & Shine Styling Gel-Cream

- Hydrates curls and enhances definition



Soft Defining Mousse

- Adds bounce and shine without any crunch

## Curl Quencher®

FOR TIGHT CURLS (TYPE 3C-4A CURLS)

This corkscrew-like curl grows in a C-shape pattern. A healthy dose of replenishing moisture and essential nutrients is key to maintaining elasticity and definition.



Moisturizing Shampoo

- Replenishes moisture to nourish and define curls



Moisturizing Conditioner

- Replenishes hydration, softens, and strengthens



Moisturizing Styling Gel

- Seals in moisture with lasting hold



Hydrfusion® Intense Curl Cream

- Strengthens strands and replenishes moisture

## Coil Infusion®

FOR COILS (TYPE 4 CURLS)

The tightest curl type is marked by a close-knit Z-shape. Rich hydration, restorative nourishment, and strengthening products with slip that condition, protect, and elongate are what this curl pattern craves.



Drink Up™ Cleansing Conditioner

- Cleanses, moisturizes, and strengthens curls



Triple Treat Deep Conditioner

- Moisturizes and restores extremely dry curls



Soft Stretch® Priming Milk

- Infuses nutrients, prevents frizz, and elongates curls



Good Shape® Defining Gel

- Adds rich hydration and encourages curl elongation



Give A Boost® Styling + Shaping Gel Cream

- Defines coils and hydrates hair

## Unbreakable Bonds

FOR ALL CURL TYPES

Help repair damage and improve the look of hair health with these gentle bond-building formulas. Our Unbreakable Bonds™ collection helps strengthen all curl types and is made fragrance-free for even the most sensitive of scalps.



Bond Building Shampoo

- Sulfate-free shampoo infused with a proprietary bond building technology to gently cleanse and strengthen.



Bond Building Conditioner

- Moisturizing, silicone-free conditioner infused with a proprietary bond building technology to hydrate and strengthen curls.



Mixing Drops

- Customizable drops infused with bond building technology can be mixed into your styling products to improve the look of hair health.



Weightless Bonding Oil

- Lightweight, silicone-free bonding oil infused with a proprietary bond building technology to hydrate, strengthen, and help repair curls
- Adds intense, brilliant shine without weighing down curls

New

Ouidad  
THE CURL EXPERTS®

## Care For Your Color

FOR ALL CURL TYPES

Prevent fading, extend color vibrancy, and nourish all curl types with these innovative formulas. Designed specifically for color-treated curls, these ultra-moisturizing and repairing products preserve salon-treated color while strengthening and deeply treating processed, dry curls.



Purple Shampoo

- Gently cleanses, strengthens, and combats brassy tones



Anti-Brass Conditioning Mask

- Deeply conditions, strengthens, and neutralizes brassy tones



Glossy Treatment Mask

- Adds shine, enhances vibrancy, and moisturizes

## Repair

FOR ALL CURL TYPES

Our layerable hydrating products— from oils to weekly deep treatments— are designed to replenish moisture at every stage from shower to styling, and add everyday nourishment to help repair curls' protective barrier.



Deep Treatment Curl Restoration Therapy

- Replenishes amino acids and proteins to strengthen curls



Mongongo Oil Multi-Use Curl Treatment

- Nourishes, smoothes frizz, and boosts shine



Ultra-Nourishing Cleansing Oil Shampoo

- Cleanses curls and replenishes natural oils



Ultra-Nourishing Intense Hydrating Mask

- Replenishes, strengthens, and repairs dry curls

## At Home Treatments

FOR ALL CURL TYPES

Bring the salon experience home with a range of salon-quality treatments—from strengthening masks to deep conditioners—that give your curls the TLC they deserve.



Ultra-Moisturizing Splash Mask

- Quickly treats curls with a boost of moisture



Lightweight Protein Foam Treatment

- Strengthens, repairs, and protects curls



Curl Reboot Leave-In Mask (for All Curl Types)

- Leave-in treatment mask made to infuse nutrients, encourage curl definition, and prevent frizz.

## Primers

FOR ALL CURL TYPES

A fresh, clean start on your wash days: Get salon-quality curls at home with these award-winning primers that remove product build-up without stripping moisture.



Whipped Curls® Conditioner and Styling Primer

- Nourishes curls to restore softness



Moisture Lock® Leave-In Conditioner

- Adds hydration and primes curls for styling



Water Works Clarifying Shampoo

- Clarifies to remove stubborn build-up and impurities

## Styling Finishers & Refreshers

FOR ALL CURL TYPES

Style finishers and award-winning refreshers made with curls' needs in mind. Wash day can wait thanks to these best-selling reactivating sprays, refreshing mists, and stylers that help your curls go the distance.



Botanical Boost® Curl Energizing & Refreshing Spray

- Nourishes and refreshes wet or dry curls



Botanical Boost™ Multi-Use Curl Foam

- Used as a primer, air-dry styler, or a refresher to shape and enhance curl pattern.



No Sweat Post-Workout Mist

- Eliminates sweat and build-up to balance the scalp

## Tools + Accessories

FOR ALL CURL TYPES

Made for curls and designed for even the thickest of textures so you can detangle and style, without the damage.



Thick Hair Paddle Detangle

- Crimped bristles gently glide through the thickest of curls without pulling, snagging, or breaking.



3-In-One Detail Brush

- Dual-sided, multifunctional brush and comb.



Wide Tooth Shower Comb

- Gentle wet hair detangler. Longer teeth easily glide through dense curls.



Made for Curls Universal Diffuser

- Multi-functional diffuser with 3 customizable attachments.



Double Row Detangler

- Double-tooth design uses fewer strokes and helps prevent frizz



Made for Curls Customizable Detangler

- Add or remove bristles to create ideal tension for your unique curls - wet or dry.

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THE CURL EXPERTS®