

Ouidad

THE CURL EXPERTS®



Product Knowledge Booklet



Let curls be curls[®].

The Ouidad philosophy knows curls inside and out. For over 40 years, our certified salons and stylists have perfected a unique customized approach to provide solutions for every curl.

Our professionally-backed formulas are sourced with the most sophisticated, good-for-curl ingredients. Others may talk to curls, but only Ouidad speaks their language.

We're committed to letting curls be curls.



Stylist Created:

Ouidad is a stylist-backed, professional brand, from an expert in the curly hair space. For over 40 years, we've perfected a customized approach to curl care with products specifically formulated for every curl type.

Salon Perfected:

We honor our heritage as The Curl Experts® by testing every formula in a real-world salon environment.

Curl Approved:

With thousands of 5-star reviews, it's clear that Ouidad products don't just make curls look better; they help curls feel soft, strong, and healthy.

Made Ouidad Clean:

Our professional-quality, award-winning formulas are made with the most sophisticated good-for curl ingredients that combine decades of experience with the latest in scientific breakthroughs.

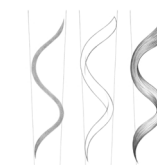


All About Curls

Whether softly spiraled or voluminous and coily, curls are undeniably beautiful. But not all curly hair is the same. Every texture behaves differently—and understanding your unique curl pattern is the first step to keeping your hair healthy and strong. Our signature collections are made to complement the needs of each different curl type—Loose Curls & Waves, Spiral, Tight, and Coily.



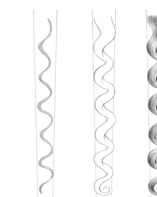
Curl Shaper[®] for loose curls & waves



Add volume and texture to create soft, defined waves and curls. Botanical essences and lightweight oils boost moisture without weighing down curls.



Curl Quencher[®] for tight curls



Nourish, define, and strengthen strands with good-for-curl ingredients that replenish moisture without sacrificing volume. Curls are left silky, bouncy, and strong.



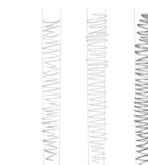
VitalCurl[®] + for spiral curls



Create and restore curl consistency with our Botanical Omega 3-6-9 Complex that boosts moisture for smooth, defined, and voluminous curls that bounce.



Coil Infusion[®] for all coils



Deep condition and strengthen coils with rich butters and nourishing oils that elongate, protect, and restore the curl pattern.

Ouidad Professional Education

Ouidad offers education courses to professional stylists and salons, so you can become THE curl expert in your community. We offer our curl classes in person, virtually, and on-demand. Learn more at www.OuidadEducation.com.



Curl Lab

This 2 hour course provides an overview into the Ouidad product portfolio. A hands-on teaching of our styling methodology that aids stylists and salons in understanding, building, servicing, and retaining curl clients. Prerequisite #1 for attending 2 Day Certification.



Curl Confidence

This 2 hour virtual learning course takes the fear and anxiety out of approaching curly hair behind the chair while learning how to address each of the identified Ouidad Curl Types with confidence. Prerequisite #2 for attending 2 Day Certification.



Certification

This 2 day hands-on experience with the Ouidad Artistic Team will guide the stylist through the defining qualities of becoming a Ouidad Certified Stylist, including our proprietary techniques.

Ouidad Signature Techniques



Carving and Slicing®

Our signature, free form Ouidad cutting technique that involves cutting the hair at the curvature of the curl pattern. This technique is best done on wet curls individually to remove unwanted bulk or weight. This allows curls to cascade and set into each other like puzzle pieces.



Sliding Gradation

A free form cutting technique, created by Ouidad, used to make seamless layers rather than horizontal shelves. The diagonal sliding motion helps to rid heavy corners, remove unwanted shelving, and blend layers into a consistent, soft, seamless shape across curl patterns.



Rake and Shake

Ouidad's most well-known, signature styling technique. A motion of repeatedly smoothing down the cuticle from roots to ends, finished with a grid separation of curls that is then shaken to encourage curls into their natural formation.

Best-selling
Collection



Advanced Climate Control® for *all curl types*



Fight Frizz + Lock In Moisture




Stylist Recommended

Our award-winning Anti-Frizz Nano Technology® is formulated with sericin—a protein derived from silk— that wraps each strand in a protective shield to lock in moisture and lock out humidity. Curls are left silky-soft, shiny, with frizz-free definition.




Made Ouidad Clean Free from: Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum. Cruelty-free.

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.

	Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
 <h3>Defrizzing Shampoo</h3>	<ul style="list-style-type: none"> Gentle, sulfate-free shampoo infused with ceramides that cleanses, removes impurities, and excess oil without stripping curls Anti-Frizz Nano Technology® provides a frizz-free foundation to stop frizz before it starts Safe for color-treated hair 	<ul style="list-style-type: none"> Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity Ceramides: Lipids that boost hair health, smooth the cuticle and increase elasticity 	Free from: Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Cruelty-free	5.5	Top Notes: Mandarin Orange, Lemon Middle Notes: Violet, Peach, Plum, Jasmine, Lily of the Valley, Rose, Marine, Ozone, Watery, Apple Base Notes: Musk, Cedarwood, Sandalwood	Massage through wet hair. After rinsing, follow with Advanced Climate Control® Defrizzing Conditioner.
 <h3>Defrizzing Conditioner</h3>	<ul style="list-style-type: none"> Creamy, nourishing conditioner infused with ceramides that locks in moisture and enhances natural texture Anti-Frizz Nano Technology® provides a frizz-free foundation to stop frizz before it starts Encourages curl definition by smoothing frizz and locking out humidity 	<ul style="list-style-type: none"> Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity Shea and murumuru butters: Provide balanced moisture Ceramides: Lipids that boost hair health, smooth the cuticle and increase elasticity 	Free from: Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum Cruelty-free	4	Top Notes: Mandarin Orange, Lemon Middle Notes: Violet, Peach, Plum, Jasmine, Lily of the Valley, Rose, Marine, Ozone, Watery, Apple Base Notes: Musk, Cedarwood, Sandalwood	Apply from the mid-lengths to ends using the Wide-Tooth Shower Comb. Leave on for 3 minutes before rinsing.
 <h3>Featherlight Volumizing Foam</h3>	<ul style="list-style-type: none"> Lightweight, aerosol-free foam for curls that fights frizz and adds soft, touchable volume with a crunch-free feel Provides flexible hold and weightless definition to all curl types Anti-Frizz Nano Technology® achieves shiny, hydrated curls to lock moisture in and lock out humidity –no matter the climate Made with sweet almond oil, aloe, and vitamin B to help hydrate curls and support the look of hair health 	<ul style="list-style-type: none"> Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity Sweet Almond Oil: Weightless hydrates and helps nourish hair for a smoother, softer texture Vitamin B: Helps to strengthen curls and support the look of hair health Aloe Vera: Moisturizes and soothes the hair and scalp 	Free From: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Cruelty-free	4.5	Top Notes: Verbena, Green Ivy, Melon, Blue Agave Middle Notes: Magnolia, Sweet Basil, Freesia, Frozen Mint Base Notes: Aquatic Accord	Rake through damp hair in sections, style, then air-dry or diffuse for maximum volume. For finer curls and waves, apply and style as usual. For thicker textures, use foam and follow with your favorite styler for extra hold.

Notes

	Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
 <h3>Frizz-Fighting Touch-Up Balm</h3>	<ul style="list-style-type: none"> Styling balm that goes on dry curls between wash days to tame frizz, redefine curls, add shine, and refresh your style Hydrating balm best for medium-to-thick hair textures with a compact size for easy touch-ups on the go Anti-Frizz Nano Technology® achieves shiny, hydrated curls –no matter the climate 	<ul style="list-style-type: none"> Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity Shea and murumuru butters: Seal, smooth, and soften the hair cuticle Coconut, avocado, castor, argan, and safflower seed oils: Help repair damage while preventing future breakage 	Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Cruelty-free	N/A	Top Notes: Verbena, Green Ivy, Melon, Blue Agave Middle Notes: Magnolia, Sweet Basil, Freesia, Frozen Mint Base Note: Aquatic Accord	Emulsify a dime size amount, layer more product as needed. Apply to dry, styled curls from mid-lengths to ends. Twist into curls to redefine the curl pattern and smooth frizz.
 <h3>Featherlight Touch-Up Gel Cream</h3>	<ul style="list-style-type: none"> Lightweight styler that goes on dry curls and combines the soft hold of a gel with the deeply moisturizing benefits of a cream to refresh and extend your styles Lightweight formula is best for fine-to-medium hair textures Infused with hyaluronic acid to eliminate frizz, refresh your styles, and touch-up dry curls on the go Anti-Frizz Nano Technology® achieves shiny, hydrated curls –no matter the climate 	<ul style="list-style-type: none"> Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity Hyaluronic acid and pro-vitamin B5: Humectants that draw in and retain moisture to prevent frizz Sunflower seed, olive fruit, and chia seed extracts: Provide balanced moisture that won't weigh down dry curls 	Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Cruelty-free	5	Top Notes: Verbena, Green Ivy, Melon, Blue Agave Middle Notes: Magnolia, Sweet Basil, Freesia, Frozen Mint Base Note: Aquatic Accord	Apply a nickel or dime size amount to dry, styled curls, layer more product as needed. Twist into curls or scrunch to redefine the curl pattern and smooth frizz.
 <h3>Frizz-Fighting Hydrating Mask</h3>	<ul style="list-style-type: none"> Hair mask infused with good-for-curl ingredients like vitamin C and castor oil, that defines, strengthens, and adds balanced moisture for lasting curl definition Anti-Frizz Nano Technology® seals hair's cuticle to lock moisture in and humidity out so curls stay defined and frizz-free Helps to repair curls, nourish, and hydrate to provide a frizz-free foundation to stop frizz before it starts 	<ul style="list-style-type: none"> Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity Mango seed butter: Hydrates and helps repair the cuticle Vitamin C: Helps protect against free radicals Castor and babassu oils: Boost hair health and provide balanced moisture 	Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Cruelty-free	5.5	Top Notes: Verbena, Green Ivy, Melon, Blue Agave Middle Notes: Magnolia, Sweet Basil, Freesia, Frozen Mint Base Note: Aquatic Accord	After shampooing, gently wring the hair of excess water. Apply from mid-lengths to the ends using the Wide-Tooth Shower Comb. Leave on for 3-5 minutes before rinsing. Use weekly or as needed.

Notes

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.



New

All-In-1 Leave-In Conditioner

Key Benefits

- Multi-use, silicone-free leave-in conditioning spray that moisturizes, detangles, and protects against heat damage while also helping to fight frizz
- Primes hair before styling and provides heat protection up to 450° to prevent damage to curls
- Anti-Frizz Nano Technology® provides a protective base that will leave curls frizz-free—no matter the climate
- Infused with hyaluronic acid and shea butter to hydrate curls and add shine

Good-for-curl Ingredients

- Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity
- Hyaluronic Acid: Locks in moisture to ensure curls stay hydrated, shiny, and defined
- Shea Butter: Works to hydrate and nourish curls
- Pro-vitamin B5 & Quinoa Protein: Help to strengthen dry, damaged strands

Made Ouidad Clean

Free from: Free From: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Cruelty-free

pH Level

4

Fragrance

Top Notes: Verbena, Green Ivy, Melon, Blue Agave
Middle Notes: Magnolia, Sweet Basil, Freesia, Frozen Mint
Base Notes: Aquatic Accord

How To Use

Shake well. Spray onto curls and distribute evenly from root to tip.



Featherlight Styling Cream

- Best-selling styling cream infused with lightweight oils that creates soft, flexible definition for an effortless finish and touchable curls
- Anti-Frizz Nano Technology® achieves shiny, hydrated curls—no matter the climate
- Nourishes and hydrates dry, damaged hair while eliminating frizz

- Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity
- Meadowfoam seed, olive, and soybean oils: Helps reduce breakage, soften hair, and lock in moisture

Free from: Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Cruelty-free

pH Level

6

Top Notes: Grapefruit, Orange, Melon, Lemon Lime, Bergamot, Mandarin Orange, Petitgrain
Middle Notes: Geranium, Lavandin, Lily of the Valley, Rose, Plum
Base Notes: Musk, Tonka, Patchouli

Apply using Ouidad's Rake & Shake technique: Divide damp hair into sections. Rake a nickel-size amount of cream through each section. When finished, hold the ends of hair in each section and shake to create curls. Let hair air-dry or blow-dry with a diffuser.



Restore + Revive Bi-Phase

- Hydrating hair mist infused with ceramides and an oil blend that reactivates curls to extend your style and add definition between wash days
- Nourishes and adds shine to dry or damaged hair while eliminating frizz
- Anti-Frizz Nano Technology® achieves shiny, hydrated curls—no matter the climate

- Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity
- Mongongo, grapeseed, and meadowfoam seed oils: Rich in fatty acids, they help create a protective barrier
- Shea and murumuru butters: Provide balanced moisture
- Wheat and soy proteins: Help repair, plump, and smooth the cuticle
- Ceramides: Lipids that boost hair health and increase elasticity

Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Cruelty-free

pH Level

5

Top Notes: Mandarin Orange, Lemon
Middle Notes: Violet, Peach, Plum, Jasmine, Lily of the Valley, Rose, Marine, Ozone, Watery, Apple
Base Notes: Musk, Cedarwood, Sandalwood

Shake well. Mist all over dry hair and scrunch to redefine the curl pattern, smooth frizz, and add shine.



Heat & Humidity Gel

Key Benefits

- Award-winning, crunch-free gel, infused with ceramides, that defines curls with a touchable, flexible hold
- Locks in moisture and locks out humidity to prevent frizz and flyaways
- Anti-Frizz Nano Technology® achieves shiny, hydrated curls—no matter the climate

Good-for-curl Ingredients

- Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity
- Shea and murumuru butters: Provide balanced moisture
- Wheat and soy proteins: Help repair, plump, and smooth the cuticle
- Ceramides: Lipids that boost hair health and increase elasticity

Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Cruelty-free

pH Level

5.5

Fragrance

Top Notes: Mandarin Orange, Lemon
Middle Notes: Violet, Peach, Plum, Jasmine, Lily of the Valley, Rose, Marine, Ozone, Watery, Apple
Base Notes: Musk, Cedarwood, Sandalwood

How To Use

Apply using Ouidad's Rake & Shake technique: Divide damp hair into sections. Rake a nickel-size amount of gel through each section. When finished, hold the ends of hair in each section and shake to create curls. Let hair air-dry or blow-dry with a diffuser.



Heat & Humidity Gel—Stronger Hold

- Award-winning gel infused with ceramides that defines curls with a strong, long-lasting hold
- Prevents frizz, flyaways, and excess volume
- Helps protect against damage caused by heat styling
- Anti-Frizz Nano Technology® achieves shiny, hydrated curls—no matter the climate

- Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity
- Shea and murumuru butters: Provide balanced moisture
- Wheat and soy proteins: Help repair, plump, and smooth the cuticle
- Ceramides: Lipids that boost hair health and increase elasticity
- Dedicated UV filter: Helps protect against damage from environmental aggressors

Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Cruelty-free

pH Level

5.5

Fragrance

Top Notes: Mandarin Orange, Lemon
Middle Notes: Violet, Peach, Plum, Jasmine, Lily of the Valley, Rose, Marine, Ozone, Watery, Apple
Base Notes: Musk, Cedarwood, Sandalwood

Apply using Ouidad's Rake & Shake technique: Divide damp hair into sections. Rake a nickel-size amount of gel through each section. When finished, hold the ends of hair in each section and shake to create curls. Let hair air-dry or blow-dry with a diffuser.



New

Flexible Holding Spray

- Alcohol-free holding spray that helps curls stay voluminous, frizz-free, and defined without drying out strands
- Made with flexible polymers that help set curls in place with a lasting, crunch-free hold
- Use on dry, styled curls as a final step to finish any look
- Anti-Frizz Nano Technology® provides a protective base that will leave curls frizz-free—no matter the climate

- Anti-Frizz Nano Technology®: Formulated with sericin (a protein derived from silk) to lock in moisture and lock out humidity
- Flexible Polymers: Provide crunch-free hold and help set curls in place
- Pro-vitamin B5: Helps moisturize and improves the look of hair health

Free from: Silicones, Parabens, Mineral Oil, Phthalates, Petroleum, Gluten.

Cruelty-free

pH Level

4

Fragrance

Top Notes: Verbena, Green Ivy, Melon, Blue Agave
Middle Notes: Magnolia, Sweet Basil, Freesia, Frozen Mint
Base Notes: Aquatic Accord

Shake well. Hold bottle 8"-12" away from hair and spray evenly onto dry curls to set any style into place.

Curl Shaper FOR LOOSE CURLS & WAVES

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 Moisture Restoring Shampoo

Key Benefits

- Sulfate-free shampoo that removes impurities and excess oil without stripping curls
- Infused with botanical essences to help strengthen curls and prevent breakage
- Adds weightless moisture to enhance curl definition and shine
- Gentle enough to use daily

Good-for-curl Ingredients

- Pro-vitamin B5: Helps to strengthen curls
- Safflower seed oil: Helps protect against breakage
- Meadowfoam seed oil: Softens hair and locks in moisture
- Rice bran oil: Increases moisture levels

Made Ouidad Clean

Free from: Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Cruelty-free

pH Level

5.5

Fragrance

Top Notes: Pink Grapefruit, Water Lotus
Middle Notes: Forest Lily, Warm Cashmere, Rose de Mai, Blonde Woods
Base Notes: Tonka Crystals, Gold Amber, Sandalwood

How To Use

Massage through wet hair. After rinsing, follow with Curl Shaper Double Duty Weightless Cleansing Conditioner.



Double Duty Weightless Cleansing Conditioner

- Creamy, lather-free formula gently removes build-up without stripping curls while adding weightless moisture to condition
- Multitasking formula can be used as a daily cleansing conditioner or a co-wash
- Detangles while infusing weightless moisture into every curl

- Rice bran oil and resurrection flower: Increase moisture levels to help build curl memory

Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten, Glycerin

Vegan & Cruelty-free

5

Top Notes: Pink Grapefruit, Water Lotus
Middle Notes: Forest Lily, Warm Cashmere, Rose de Mai, Blonde Woods
Base Notes: Tonka Crystals, Gold Amber, Sandalwood

As a co-wash: Massage it into your scalp. Run it through the rest of your hair before rinsing out.

As a conditioner: After shampooing, apply to the mid-lengths to the ends using the Wide-Tooth Shower Comb. Leave on for three minutes before rinsing.



Memory Maker 3-in-One Revitalizing Milk

- Multiuse formula can be used as a pre-styling primer, leave-in conditioner, or treatment
- Boosts hydration and softness to help reverse signs of heat and chemical damage
- Infused with coconut milk and pro-vitamin B5 to help restore curl definition and hair health

- Coconut milk: Weightlessly infuses moisture and adds definition
- Pro-vitamin B5: Helps improve shine and hair health
- Abyssinian oil: Conditions curls and boosts shine

Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Vegan & Cruelty-free

6.5

Top Notes: Pink Grapefruit, Water Lotus
Middle Notes: Forest Lily, Warm Cashmere, Rose de Mai, Blonde Woods
Base Notes: Tonka Crystals, Gold Amber, Sandalwood

As a primer: Apply to damp hair, comb through with the Wide-Tooth Shower Comb, and layer with your favorite Ouidad styler.



Out of Thin (H)air Volumizing Jelly

Key Benefits

- Lightweight styling jelly that encourages curl formation and adds volume
- Infused with aloe and styling polymers to weightlessly define curls while adding crunch-free body
- Creates a soft hold for an effortless finish
- Perfect for those with fine-to-medium textures

Good-for-curl Ingredients

- Aloe vera: Moisturizes and creates volume
- Lightweight polymers: Create definition and defend against humidity
- Red algae: Helps improve elasticity and boost volume

Made Ouidad Clean

Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Vegan & Cruelty-free

pH Level

6.5

Fragrance

Top Notes: Pink Grapefruit, Water Lotus
Middle Notes: Forest Lily, Warm Cashmere, Rose de Mai, Blonde Woods
Base Notes: Tonka Crystals, Gold Amber, Sandalwood

How To Use

Start with a nickel-size amount and evenly distribute. Layer more for desired hold.



Take Shape Plumping + Defining Cream

- Defining cream that establishes curl memory, adds softness and effortless finish
- Infused with moisturizing ingredients best for medium-to-thicker hair textures
- Shapes curls and builds voluminous lift while maintaining soft, natural movement
- Helps protect curls from heat and UV damage

- Pataua oil: Moisturizes and helps prevent damage
- Glycerin: Retains hydration so curls can reform
- Lightweight polymers: Defend against humidity

Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Vegan & Cruelty-free

6.5

Top Notes: Pink Grapefruit, Water Lotus
Middle Notes: Forest Lily, Warm Cashmere, Rose de Mai, Blonde Woods
Base Notes: Tonka Crystals, Gold Amber, Sandalwood

Apply using Ouidad's Rake & Shake technique: Divide damp hair into sections. Rake a nickel-size amount of gel through each section. When finished, hold the ends of hair in each section and shake to create curls. Let hair air-dry or blow-dry with a diffuser.



Bounce Back Reactivating Mist

- Refreshing mist infused with hyaluronic acid and pro-vitamin B5 to restore curl consistency, add shine, and moisturize in between wash days
- Weightlessly moisturizes to encourage definition and boost shine
- Helps protect curls from heat and UV damage

- White birch extract and hyaluronic acid: Boost moisture and shine
- Pro-vitamin B5: Helps improve hair health and shine
- Rice protein: Helps lift hair fibers to build body and bounce
- Lightweight polymers: Defend against humidity

Free from: Sulfates, Silicones, Parabens, Mineral Oil, Phthalates, Petroleum, Gluten

Vegan & Cruelty-free

5

Top Notes: Pink Grapefruit, Water Lotus
Middle Notes: Forest Lily, Warm Cashmere, Rose de Mai, Blonde Woods
Base Notes: Tonka Crystals, Gold Amber, Sandalwood

As a leave-in conditioner: Shake well. Divide damp hair into sections. Spray on curls from mid-lengths to ends and use the Wide-Tooth Shower Comb to detangle hair. Style as usual. As a refresher: Shake well. Mist all over dry hair from root to ends. Cup curls and scrunch from ends to root to redefine the curl pattern and smooth frizz.

VitalCurl®+ FOR SPIRAL 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

Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
<ul style="list-style-type: none"> Sulfate-free shampoo that removes build-up and excess oil without stripping curls Low pH gently retains hydration and helps prevent curls from getting stripped of natural oils Botanical Omega 3-6-9 Complex targets dry areas and helps improve hair's natural lipid barrier 	<ul style="list-style-type: none"> Botanical Omega 3-6-9 complex: Chia seed, Japanese camellia, and milk thistle extract help fortify hair's natural lipid barrier, which lets curls retain moisture, elasticity, and bounce Vitamins B5 and E: Add lightweight moisture and boost shine Olive and sunflower seed oils: Weightlessly hydrate curls 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Vegan & Cruelty-free</p>	5.5	<p>Top Notes: Lemon, Bergamot</p> <p>Middle Notes: Muguet, Apple, Rose, Neroli, Lily, Gardenia, Coconut, Marine, Plum, Pineapple</p> <p>Base Notes: Cedarwood, Musk Vanilla, Sandalwood, Amber</p>	<p>Massage through wet hair. After rinsing, follow with VitalCurl®+ Balancing Rinse Conditioner.</p> <p>Style with your favorite VitalCurl®+ styler.</p>



Balancing Rinse Conditioner

<ul style="list-style-type: none"> Lightweight, moisturizing conditioner that restores essential lipids to dry hair while detangling curls Botanical Omega 3-6-9 Complex targets dry areas and helps improve hair's natural lipid barrier Low pH gently retains hydration and smooths the cuticle 	<ul style="list-style-type: none"> Botanical Omega 3-6-9 complex: Chia seed, Japanese camellia, and milk thistle extract help fortify hair's natural lipid barrier, which lets curls retain moisture, elasticity, and bounce Vitamins B5 and E: Add lightweight moisture and boost shine Olive and sunflower seed oils: Weightlessly hydrate curls 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum</p> <p>Vegan & Cruelty-free</p>	5.5	<p>Top Notes: Lemon, Bergamot</p> <p>Middle Notes: Muguet, Apple, Rose, Neroli, Lily, Gardenia, Coconut, Marine, Plum, Pineapple</p> <p>Base Notes: Cedarwood, Musk Vanilla, Sandalwood, Amber</p>	<p>After shampooing, apply from the mid-lengths to the ends using the Wide-Tooth Shower Comb. Leave on for 3 minutes before rinsing.</p>
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“Spirals and ringlets require proper hydration to achieve beautifully defined, cascading curls. With lots of moisture and styling products that add definition, the VitalCurl®+ collection brings this curl to life.”

– Chadwick Pendley,
Ouidad Salon Owner



Tress Effects Styling Gel

Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
<ul style="list-style-type: none"> Strong-hold gel that defines curls and extends the life of your style Memory Interlock Technology forms a lightweight lattice to hold curl patterns Botanical Omega 3-6-9 Complex targets dry areas and helps improve hair's natural lipid barrier 	<ul style="list-style-type: none"> Botanical Omega 3-6-9 complex: Chia seed, Japanese camellia, and milk thistle extract help fortify hair's natural lipid barrier, which lets curls retain moisture, elasticity, and bounce Vitamins B5 and E: Add lightweight moisture and boost shine Olive and sunflower seed oils: Weightlessly hydrate curls 	<p>Free from: Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Cruelty-free</p>	5.5	<p>Top Notes: Lemon, Bergamot</p> <p>Middle Notes: Muguet, Apple, Rose, Neroli, Lily, Gardenia, Coconut, Marine, Plum, Pineapple</p> <p>Base Notes: Cedarwood, Musk Vanilla, Sandalwood, Amber</p>	<p>Apply to wet hair from roots to ends, scrunching to distribute. Let hair air-dry or blow-dry with a diffuser.</p>



Define & Styling Gel-Cream

<ul style="list-style-type: none"> Styling gel cream that adds lightweight moisture and definition to curls Creates a soft, bouncy, lived-in look without any crunch Botanical Omega 3-6-9 Complex targets dry areas and helps improve hair's natural lipid barrier 	<ul style="list-style-type: none"> Botanical Omega 3-6-9 complex: Chia seed, Japanese camellia, and milk thistle extract help fortify hair's natural lipid barrier, which lets curls retain moisture, elasticity, and bounce Vitamins B5 and E: Add lightweight moisture and boost shine Olive and sunflower seed oils: Weightlessly hydrate curls 	<p>Free from: Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten, Glycerin</p> <p>Cruelty-free</p>	6	<p>Top Notes: Lemon, Bergamot</p> <p>Middle Notes: Muguet, Apple, Rose, Neroli, Lily, Gardenia, Coconut, Marine, Plum, Pineapple</p> <p>Base Notes: Cedarwood, Musk Vanilla, Sandalwood, Amber</p>	<p>Apply to wet hair from roots to ends, scrunching to distribute. Let hair air-dry or blow-dry with a diffuser.</p>
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Soft Defining Mousse

<ul style="list-style-type: none"> Soft, defining mousse for lightweight hold and full-bodied volume Smooths and adds bounce and shine to spirals without any crunch Botanical Omega 3-6-9 Complex targets dry areas and helps improve hair's natural lipid barrier 	<ul style="list-style-type: none"> Botanical Omega 3-6-9 complex: Chia seed, Japanese camellia, and milk thistle extract help fortify hair's natural lipid barrier, which lets curls retain moisture, elasticity, and bounce Vitamins B5 and E: Add lightweight moisture and boost shine Olive and sunflower seed oils: Weightlessly hydrate curls 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten, Glycerin</p> <p>Vegan & Cruelty-free</p>	6.5	<p>Top Notes: Lemon, Bergamot</p> <p>Middle Notes: Muguet, Apple, Rose, Neroli, Lily, Gardenia, Coconut, Marine, Plum, Pineapple</p> <p>Base Notes: Cedarwood, Musk Vanilla, Sandalwood, Amber</p>	<p>Apply to wet hair from roots to ends, scrunching to distribute. Let hair air-dry or blow-dry with a diffuser.</p>
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Curl Quencher® FOR TIGHT 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

Key Benefits

- Gentle yet hydrating shampoo that cleanses while replenishing moisture to create the perfect foundation for shiny, defined curls
- Rehydrates from within to leave curls nourished and defined
- Safe for color-treated hair

Good-for-curl Ingredients

- Chamomile and vitamins A and E: Nourish thirsty curls
- Wheat protein and amino acids: Smooth and help repair damage
- Arnica flower: Helps plump and seal the cuticle

Made Ouidad Clean

Free from:
Sulfates, Silicones, Parabens, Mineral Oil, Phthalates, Petroleum, Glycerin

Vegan & Cruelty-free

pH Level

5.5

Fragrance

Top Note: Melon
Middle Note: Cucumber
Base Notes: Musk, Dry Fruit

How To Use

Massage through wet hair. After rinsing, follow with Curl Quencher® Moisturizing Conditioner.

Style curls with your favorite Curl Quencher® styler for lasting hydration and frizz protection.



Moisturizing Conditioner

- Conditioner that infuses every strand with moisturizing extracts to replenish hydration, soften, and strengthen
- Encourages defined, uniform curl formation
- Helps to detangle and improve softness

- Chamomile and vitamins A and E: Nourish thirsty curls
- Wheat protein and amino acids: Smooth and help repair damage
- Arnica flower: Helps plump and seal the cuticle

Free from:
Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum

Cruelty-free

5.5

Top Note: Melon
Middle Note: Cucumber
Base Notes: Musk, Dry Fruit

Apply from the mid-lengths to ends using the Wide-Tooth Shower Comb. Leave on for three minutes before rinsing.

Style curls with your favorite Curl Quencher® styler for lasting hydration and frizz protection.



Moisturizing Styling Gel

Key Benefits

- Flexible hold styling gel adds moisture and natural softness
- Infused with moisturizing extracts and essential amino acids to help smooth, strengthen and revive your natural curl pattern
- Creates definition while replenishing curls with moisture

Good-for-curl Ingredients

- Chamomile and vitamins A and E: Nourish thirsty curls
- Wheat protein and amino acids: Smooth and help repair damage
- Meadowfoam seed and corn oils: Infuse replenishing moisture
- Arnica flower: Helps plump and seal the cuticle

Free from:
Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Vegan & Cruelty-free

pH Level

5.5

Fragrance

Top Note: Melon
Middle Note: Cucumber
Base Notes: Musk, Dry Fruit

How To Use

Apply using Ouidad's Rake & Shake technique: Divide damp hair into sections. Rake a nickel-size amount of gel through each section. When finished, hold the ends of hair in each section and shake to create curls. Let hair air-dry or blow-dry with a diffuser.



Hydrافusion® Intense Curl Cream

- Best-selling, nourishing cream that strengthens strands and replenishes curls with moisture
- Provides soft hold and touchable definition
- Instantly helps to eliminate dryness

- Chamomile and vitamins A and E: Nourish thirsty curls
- Wheat protein and amino acids: Smooth and help repair damage
- Meadowfoam seed and corn oils: Infuse replenishing moisture
- Milk thistle and sweet almond extract: Define and soften curls
- Arnica flower: Helps plump and seal the cuticle

Free from:
Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten

Cruelty-free

4

Top Notes: Apple, Bergamot, Cassis, Melon, Peach
Middle Notes: Jasmine, Lavender, Muguet, Violet
Base Notes: Cedarwood, Musk

On clean, damp hair, distribute a nickel-size amount evenly from roots to ends. Use more as needed. Let hair air-dry or blow-dry with a diffuser.

Our Curl Quencher® formulas infuse hydrating extracts and essential amino acids into the core of every strand, providing replenishing moisture without the weight. Curls are left hydrated, healthy, and defined.

"When tight curls' hydration levels are restored, they come to life. The Ouidad Curl Quencher® collection helps to create incredibly dynamic curls that are defined and soft, with brilliant shine."

- Chadwick Pendley,
Ouidad Salon Owner

Coil Infusion® FOR COILS

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

Key Benefits

- Multitasking formula that can be used as conditioner or a co-wash
- Infused with nourishing antioxidants to seal in rich, long-lasting hydration
- High-slip formula that helps to strengthen hair and prevent breakage

Good-for-curl Ingredients

- Antioxidants: Seal in moisture
- Black castor oil: Helps strengthen curls and prevent breakage
- Lemongrass: Helps reduce excess oil production
- Noni fruit: Supports healthy hair

Made Ouidad Clean

Free from:
Silicones,
Parabens,
Sulfates, Mineral
Oil, Phthalates,
Petroleum, Gluten

Vegan &
Cruelty-free

pH Level

5.5

Fragrance

Top Notes: Sparkling
Bergamot, Kiwano Melon,
Fresh Apple
Middle Notes: Timur
Pepper, Violet Leaves,
Orange Blossom
Base Notes: Sleek Amber
Woods, Oakmoss,
White Suede

How To Use

As a co-wash:
Massage it into
your scalp. Run it
through the rest
of your hair before
rinsing out.

As a conditioner:
After shampooing,
apply to the mid-
lengths to the
ends using the
Wide-Tooth Shower
Comb. Leave on for
three minutes
before rinsing.



Triple Treat Deep Conditioner

- Best-selling deep conditioner that adds rich hydration and retains moisture
- Luxurious, high-slip formula enriches coils with reparative nutrients and hydrating botanicals
- Helps to strengthen, repair, and restore dry or damaged curls and coils

- Coconut and avocado oils: Add rich hydration to coils
- Grapeseed and black castor oils: Seal in hydration and strengthen
- Apple cider vinegar and peppermint: Help to refresh and invigorate dry scalp

Free from:
Parabens,
Sulfates, Mineral
Oil, Phthalates,
Petroleum, Gluten

Vegan &
Cruelty-free

pH Level

4

Top Notes: Sparkling
Bergamot, Kiwano Melon,
Fresh Apple
Middle Notes: Timur
Pepper, Violet Leaves,
Orange Blossom
Base Notes: Sleek Amber
Woods, Oakmoss,
White Suede

Saturate hair
thoroughly with
water, divide hair into
sections, and apply to
coat coils. Massage
scalp and comb with
fingers or a wide
tooth comb. Leave
on for 2-3 minutes.
Rinse and style. For
a deeper treatment,
leave on longer.



Soft Stretch® Priming Milk

Key Benefits

- Multi-action hydrating primer and leave-in treatment that helps to strengthen and prevent breakage
- Elongates curls and extends the life of your style
- Adds rich hydration and slip to coils

Good-for-curl Ingredients

- Black castor oil: Helps strengthen curls and prevent breakage
- Vitamin E: Seals in moisture, prevents frizz, and increases shine
- Aloe: Soothes the hair and scalp

Free from:
Silicones,
Parabens,
Sulfates, Mineral
Oil, Phthalates,
Petroleum, Gluten

Vegan &
Cruelty-free

pH Level

5

Fragrance

Top Notes: Sparkling
Bergamot, Kiwano Melon,
Fresh Apple
Middle Notes: Timur
Pepper, Violet Leaves,
Orange Blossom
Base Notes: Sleek Amber
Woods, Oakmoss,
White Suede

How To Use

Apply to damp hair,
comb through with
the Wide-Tooth
Shower Comb to
evenly distribute,
and layer with your
favorite Ouidad styler.
Leave treatment on
overnight for added
hydration (use with
a treatment cap if
desired). Then, style
as usual. Use as
weekly treatment
for optimal results.



Good Shape® Defining Gel

- Flake-free gel creates a defined hold for styles that last
- Infused with black castor oil and aloe to strengthen coils
- Adds rich hydration and encourages curl elongation

- Black castor oil: Helps strengthen curls and prevent breakage
- Aloe: Soothes the hair and scalp
- Argan oil and glycerin: Moisturizes and conditions hair

Free from:
Silicones,
Parabens,
Sulfates, Mineral
Oil, Phthalates,
Petroleum

Cruelty-free

pH Level

5.5

Top Notes: Sparkling
Bergamot, Kiwano Melon,
Fresh Apple
Middle Notes: Timur
Pepper, Violet Leaves,
Orange Blossom
Base Notes: Sleek Amber
Woods, Oakmoss,
White Suede

Start with a nickel-
sized amount on
wet hair and evenly
distribute. Layer
more for desired
hold. Let hair air-dry
or blow-dry with a
diffuser.



Give A Boost® Styling + Shaping Gel Cream

- Weightless gel-cream infused with peptides and black castor oil that hydrates hair and defines coils for touchable, lightweight hold
- Combines the moisturizing and elongating benefits of a cream with the curl-defining benefits of a gel
- Helps to strengthen curls and lock in rich hydration

- Plant peptides: Lock in moisture
- Black castor oil: Helps strengthen curls and prevent breakage
- Aloe: Soothes the hair and scalp

Free from:
Parabens,
Sulfates, Mineral
Oil, Phthalates,
Petroleum, Gluten

Vegan &
Cruelty-free

pH Level

6

Top Notes: Sparkling
Bergamot, Kiwano Melon,
Fresh Apple
Middle Notes: Timur
Pepper, Violet Leaves,
Orange Blossom
Base Notes: Sleek Amber
Woods, Oakmoss,
White Suede

Start with a nickel-
size amount on wet
hair
and evenly
distribute. Layer
more for desired
hold. Let hair air-dry
or blow-dry with a
diffuser.

“When coils are given the rich moisture they crave they’re springy, voluminous, and strong! Ouidad’s Coil Infusion® range of nourishing products features reparative ingredients that add slip, enhance hair quality over time, and make coily curls silky-soft from the first use.”

- Jessica O'Brien,
Ouidad NYC Flagship Salon Stylist

Care For Your Color for all curl types



Tone Brass + Boost Shine + Strengthen Strands




Stylist Recommended

These sulfate- and silicone-free formulas work to neutralize brassy tones and enhance shine between salon visits. Good-for-curl ingredients including rice water, orchid extract, and olive oil help repair damage caused by color and strengthen strands.

Made Ouidad Clean Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten. Vegan & Cruelty-Free.

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.

	Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
 Purple Shampoo	<ul style="list-style-type: none"> Gentle, sulfate-free shampoo that works to neutralize brassy tones between salon visits Violet and orchid extracts enhance all highlighted and lifted tones while helping to prolong color Infused with cica and rice water to help strengthen strands and repair damage 	<ul style="list-style-type: none"> Violet and orchid extracts: Help to prolong color Cica and rice water: Work to strengthen strands and repair damage Pro-vitamin B5 and quinoa protein: Helps to strengthen strands 	Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Vegan & Cruelty-free	5.5	Top Notes: Coriander, Ginger, Cardamom Middle Notes: Honeysuckle, Magnolia, Verbena Base Notes: Ylang Ylang	Massage into and distribute throughout wet hair. Use as needed to cleanse when looking to tone brass.
 Anti-Brass Conditioning Mask	<ul style="list-style-type: none"> A deeply moisturizing silicone-free mask that works to strengthen strands and neutralize brassy tones between salon visits Violet and orchid extracts enhance all highlighted and lifted tones while helping to prolong color Infused with rice water to help strengthen curls and repair damage from coloring 	<ul style="list-style-type: none"> Violet and orchid extracts: Help to prolong color Coconut and avocado oils: Nourish, protect, and repair curls Rice water: Helps to strengthen strands Shea butter and vitamin E: Help to hydrate and deeply nourish 	Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Vegan & Cruelty-free	5.4.5	Top Notes: Coriander, Ginger, Cardamom Middle Notes: Honeysuckle, Magnolia, Verbena Base Notes: Ylang Ylang	Apply to wet hair after cleansing and spread evenly from roots to ends. Leave on for 5-7 minutes and rinse. Use as needed, in place of your conditioner, when hair becomes brassy or dry. For best results, use with Tone it Away™ Purple Shampoo.
 Glossy Treatment Mask	<ul style="list-style-type: none"> A silicone-free treatment mask that deeply moisturizes, smooths, and gives curls an incredible gloss-like shine Argan, jojoba and maracuja oils work to seal in moisture, detangle, and leave curls with a high-shine topcoat finish Infused with pro-vitamin B5 and vitamin E to boost color vibrancy 	<ul style="list-style-type: none"> Olive oil (a natural silicone alternative): Adds intense shine Maracuja, jojoba, argan, and sunflower oils: Work to seal in moisture Pro-vitamin B5 and vitamin E: Help to smooth strands and boost vibrancy in hair color Shea butter: Works to hydrate and nourish curls 	Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Vegan & Cruelty-free	5.5	Top Notes: Coriander, Ginger, Cardamom Middle Notes: Honeysuckle, Magnolia, Verbena Base Notes: Ylang Ylang	Apply to wet hair after cleansing; leave on for 5-7 minutes and rinse. Use as needed in place of a conditioner for a deep treatment and to add shine.

Notes

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.

	Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
 <p>Ultra-Moisturizing Splash Mask</p>	<ul style="list-style-type: none"> Innovative splash-and-go formula that acts as a leave-in moisturizing mask Formula is infused with hyaluronic acid to draw in and retain moisture while enhancing shine and fighting frizz Restores elasticity, natural definition, and vibrancy 	<ul style="list-style-type: none"> Innovative splash-and-go formula that acts as a leave-in moisturizing mask Formula is infused with hyaluronic acid to draw in and retain moisture while enhancing shine and fighting frizz Restores elasticity, natural definition, and vibrancy 	<p>Free from: Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Vegan & Cruelty-free</p>	6.5	<p>Top Notes: Lime Juice, Ginger Zest</p> <p>Middle Notes: Wild Rose, Jasmine, Honey Water, Peony</p> <p>Base Notes: Coconut Cream, Smooth Sandalwood, Musk</p>	<p>For best results, apply to wet curls after washing and conditioning. For more moisture in between wash days, splash on to clean, damp curls from root to tip. Let sit for 2-3 minutes then proceed with styling. No rinsing needed.</p>
 <p>Lightweight Protein Foam Treatment</p>	<ul style="list-style-type: none"> Foaming protein treatment infused with essential vitamins that strengthen and repair curls for added definition and elasticity Formula is designed for curls weakened from coloring, chemical treatments, or heat styling Safe for color-treated hair 	<ul style="list-style-type: none"> Carrot extract: Rich in vitamin A, it helps improve hair health Rice protein: Detangles, adds shine, and smooths Vegetable protein: Natural antioxidant that helps fortify hair 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Vegan & Cruelty-free</p>	5.5	<p>Top Notes: Coconut Flakes, Cardamom, Dewy Palm Leaves</p> <p>Middle Notes: Iris, Magnolia, Jasmine, Vanilla</p> <p>Base Notes: Coconut Wood, Amber, Musk</p>	<p>Apply to clean, damp curls in sections using the Wide-Tooth Shower Comb. Leave in for 3-5 minutes then rinse. Style as usual.</p>
 <p>Nourish + Strength Leave-In Mask (All Curl Types)</p>	<ul style="list-style-type: none"> Innovative leave-in treatment mask made to infuse nutrients into every strand, encourage curl definition, and prevent frizz Helps restore elasticity and repair damaged curls with added moisture to help with existing breakage Made with squalane and a blend of nourishing oils to help strengthen curls and boost hydration Safe for color-treated hair 	<ul style="list-style-type: none"> Jojoba oil: Weightlessly moisturizes more delicate hair textures Pequi oil: Encourages definition and prevents frizz Soybean: Helps protect against environmental damage and color fading Sunflower oil: Helps protect against breakage 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Vegan & Cruelty-free</p>	5.5	<p>Top Notes: Grapefruit, Fig Leaves, Lemon Zest, Rosemary</p> <p>Middle Notes: Mimosa Flower, Salted Violet, Peppermint</p> <p>Base Notes: Driftwood, Cashmere Musk, Eucalyptus</p>	<p>Apply to clean, damp strands and massage from root to tip. Leave on overnight or style as usual.</p>

Notes

Clean Bond Repair from The Curl Experts®



Derm Tested

Hypo-allergenic

Fragrance-free

Repair + Strengthen + Build Bonds


Stylist Recommended


Infused with bond technology, hyaluronic acid and vegan collagen that work together to deeply penetrate strands to create new hydrogen and ionic bonds, these formulas help strengthen and repair all curl types. Our Unbreakable Bonds™ collection is formulated fragrance-free for even the most sensitive of scalps.

Made Ouidad Clean Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten. Vegan & Cruelty-Free.


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.

	Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
 Bond Building Shampoo	<ul style="list-style-type: none"> Sulfate-free shampoo infused with a proprietary bond building technology to gently cleanse and strengthen Fragrance-free, dermatologist tested, and hypoallergenic formula is great for sensitive scalps Low pH helps keep curls hydrated and prevents natural oils from being stripped Infused with hyaluronic acid, ceramides, and vegan collagen 	<ul style="list-style-type: none"> Bond Building Complex: Helps restore and strengthen curls Vegan Collagen: Supports the look of overall hair health Hyaluronic Acid & Ceramides: Lock in moisture to ensure curls stay hydrated 	Free From: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum Vegan & Cruelty-free	5.5	Fragrance-free	Massage through wet hair. Rinse and follow with Unbreakable Bonds™ Bond Building Conditioner for best results.

 Bond Building Conditioner	<ul style="list-style-type: none"> Moisturizing, silicone-free conditioner infused with a proprietary bond building technology to hydrate and strengthen curls Fragrance-free, dermatologist tested, and hypoallergenic formula is great for sensitive scalps Low pH helps keep curls hydrated and prevents natural oils from being stripped Infused with hyaluronic acid, ceramides, and vegan collagen 	<ul style="list-style-type: none"> Bond Building Complex: Helps restore and strengthen curls Vegan Collagen: Supports the look of overall hair health Hyaluronic Acid & Ceramides: Lock in moisture to ensure curls stay hydrated 	Free From: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum Vegan & Cruelty-free	4.5	Fragrance-free	Apply to wet hair in sections, concentrating on ends. Leave in for 3 min., then rinse. For best results, use after cleansing with Unbreakable Bonds™ Bond Building Shampoo.
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The unique bond building technology in these products is made to deeply penetrate each hair strand, and works to create new hydrogen and ionic bonds that help strengthen your curls from the inside out.

	Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
 Mixing Drops	<ul style="list-style-type: none"> Customizable drops infused with bond building technology can be mixed into your styling products to improve the look of hair health Fragrance-free formula is great for sensitive scalps Infused with rice protein, hyaluronic acid, and vegan collagen Color-safe for all curl types 	<ul style="list-style-type: none"> Bond Building Complex: Helps repair and strengthen curls Vegan Collagen: Supports the look of overall hair health Hyaluronic Acid: Locks in moisture to ensure curls stay hydrated, shiny, and defined Rice protein: Helps to hydrate and strengthen curls 	Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Vegan & Cruelty-free	5	Fragrance-free	Add 2-3 drops to your favorite Ouidad styler, mix in hands. Style as usual. For thick hair, apply drops in sections.

 New Weightless Bonding Oil	<ul style="list-style-type: none"> 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 Fragrance-free formula is great for sensitive scalps Dermatologist tested and hypoallergenic Infused with moisturizing squalane and vitamin C for healthy-looking curls 	<ul style="list-style-type: none"> Bond Building Complex: Helps repair and strengthen curls Squalane oil: Replenishes hair with moisture Vitamin C: Helps protect against free radicals 	Free From: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten Vegan & Cruelty-free	N/A	Fragrance-free	Apply to damp or dry hair as a leave-in treatment, heat protectant, or style finisher.
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Get stronger, healthier-looking curls with our cleanest collection yet. Made Ouidad Clean, these fragrance-free formulas are ideal for even the most sensitive scalps. They're also dermatologist tested and hypoallergenic so you can be gentle on curls while still getting powerful results.

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. They add nourishment to help repair curls' natural protective barrier.



Deep Treatment (For Professional Use Only) Curl Restoration Therapy

Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
<ul style="list-style-type: none"> Salon-strength treatment that replenishes essential nutrients and reinforces the hair shaft, so curls are left healthier, more defined and frizz-free Penetrates deep into the cuticle, replacing the proteins and 14 amino acids critical to curl formation Can be used with or without heat Safe to use post-color services 	<ul style="list-style-type: none"> Castor oil: Helps support healthy hair growth and strengthens strands Vegetable protein: A source of essential amino acids and unique balance of nutrients that helps to volumize, condition, and strengthen curls Soybean: A powerful antioxidant that helps preserve hair color and prevent color fading 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten, Glycerin</p> <p>Vegan & Cruelty-free</p>	4.5	<p>Top Notes: Coconut Flakes, Cardamom, Dewy Palm Leaves</p> <p>Middle Notes: Iris, Magnolia, Jasmine, Vanilla</p> <p>Base Notes: Coconut Wood, Amber, Musk</p>	<p>Apply evenly through clean, damp hair.</p> <p>Apply 2-4 pumps for Loose Curls and Waves.</p> <p>Apply 4-6 pumps for Tight Curls and Coils.</p> <p>Express option: Leave on for 10 minutes, rinse and follow with conditioner.</p> <p>Ultimate restoration: Clarify hair, apply and heat for 20 minutes. Rinse and seal with hair mask.</p>



Mongongo Oil Multi-Use Curl Treatment

<ul style="list-style-type: none"> Multi-use, fast absorbing oil designed to add brilliant shine to all curl types Mongongo oil is rich in essential fatty acids to help improve hair health Forms a protective barrier to lock in moisture and help prevent damage caused by heat styling and UV rays 	<ul style="list-style-type: none"> Mongongo oil: Rich in omega-6 fatty acids, it promotes hair health Broccoli seed oil: Smooths the cuticle and enhances luster American palm seed oil and coconut alkanes: Moisturize and soften curls 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten, Glycerin</p> <p>Vegan & Cruelty-free</p>	N/A	<p>Top Notes: Jasmine, Lily of the Valley, Leafy, Iris, Plum, Orange Peel</p> <p>Middle Notes: Raspberry, Black Current, Rose</p> <p>Base Notes: Guaiac Wood, Sandalwood, Tonka, Vanilla Beans, Caramel, White Musk</p>	<p>As a leave-in conditioner: Apply to damp or dry hair in sections to evenly distribute.</p> <p>As a heat protectant: Apply before heat styling to help prevent heat damage.</p> <p>As a styler: Warm a few drops between palms and apply to help break the cast. For split ends, use as needed concentrating on ends.</p>
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Notes

Mongongo Oil Multi-Use Curl Treatment: Tips & Tricks From Texture Experts

1. TO CONTROL FRIZZ

"I use Mongongo Oil to calm frizz after blow-drying Loose Curls and Waves. I spray one or two pumps in my hand and distribute the oil through the hair as needed."

—Helen Wagmeister, Head Designer & Trichologist, Cosmo & Company Salon & Spa

2. TO TREAT CURLS WHILE YOU SLEEP

"For Tight Curls to Coils, which typically need more love, this oil makes a great hydrating overnight treatment."

—Helen Wagmeister, Head Designer & Trichologist, Cosmo & Company Salon & Spa

3. AS A CURL REFRESHER AND FINISHER

"I use Mongongo Oil as a finisher on dry curls to restore hydration levels, increase shine, and smooth flyaway strands. Spray a few pumps into your hand, warm the oil by rubbing your hands together, and then smooth the product over your curls for an instant refresh."

—Chadwick Pendley, Ouidad Master Artistic Educator and Co-owner of the Ouidad Fort Lauderdale flagship salon

4. TO INFUSE HEALING MOISTURE

"For Loose Curls, Waves, and Spiral Curls, I love to use it as a conditioning treatment. Clients lose moisture during the summer—they're out enjoying the sun, sand, and surf. When they come in needing to replace that moisture, I use Mongongo Oil at the shampoo bowl.

After shampooing, I work a quarter-size amount with a bit of water into the wet hair, let it sit on for 3-5 minutes, rinse, then style."

—Lauren Moser, Co-owner of Hair Lab Detroit and 2015 NAHA Texture Award Winner

5. AS A SHINE-BOOSTING LEAVE-IN

"For Tight Curls and Coils, I love to use it as a leave-in. This method provides moisture and protects the hair from damage during heat styling. Mongongo Oil also tames frizz, defines, and leaves a beautiful shiny finish to previously lackluster locks."

—Lauren Moser, Co-owner of Hair Lab Detroit and 2015 NAHA Texture Award Winner

6. TO PREP FOR A BLOW DRY

"Mongongo Oil is the perfect heat protectant for curls. I apply it to hair before blow-drying to help prevent heat damage. And because oil and water don't mix, the product helps to speed up drying time by repelling water from the surface of the hair."

—Jason Hallman, Ouidad Master Artistic Educator and Senior Stylist at Ouidad's NY flagship salon

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. They add nourishment to help repair curls' natural protective barrier.



Ultra-Nourishing Cleansing Oil Shampoo

Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
<ul style="list-style-type: none"> Sulfate-free, oil based shampoo that gently cleanses curls without stripping moisture and helps improve hair health Infused with passionfruit and açai berry oils that mimic hair's natural oils to cleanse and rehydrate dry, damaged curls CR-4 Repair Complex wraps each strand with moisture Safe for color-treated hair 	<ul style="list-style-type: none"> Açai berry, passionfruit, meadowfoam seed, and rice bran oils: Improve hair health, boost shine, and restore essential moisture Silk proteins and coconut oil: Bind to the hair's cuticle for lasting hydration CR-4 Repair Complex: Formulated with mafura butter, kalahari melon seed oils, and fatty acids, it infuses curls with restorative moisture 	<p>Free from: Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Cruelty-free</p>	5.5	<p>Top Notes: Orange, Cali Lemon, Cyclamen</p> <p>Middle Notes: Jasmine, Lavender, Oakmoss</p> <p>Base Notes: Cedarwood, Amber, Musk</p>	<p>Massage through wet hair. After rinsing, follow with your favorite Ouidad conditioner, or the Ultra-Nourishing Intense Hydrating Mask for dry curls as needed.</p>



Ultra-Nourishing Intense Hydrating Mask

<ul style="list-style-type: none"> Hair mask infused with argan oil that replenishes moisture and essential nutrients for stronger, repaired curls Creamy formula with slip that detangles hair to help prevent breakage Restores softness, elasticity, and shine 	<ul style="list-style-type: none"> Macadamia oil: Helps prevent breakage and brittleness Sunflower seed oil: Infuses deep moisture Argan oil: Reduces frizz while adding softness and shine Olive oil: Smooths hair 	<p>Free from: Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Vegan & Cruelty-free</p>	4.5	<p>Top Notes: Orange, Cali Lemon, Cyclamen</p> <p>Middle Notes: Jasmine, Lavender, Oakmoss</p> <p>Base Notes: Cedarwood, Amber, Musk</p>	<p>Apply to wet hair and leave on for up to 5 minutes before rinsing.</p> <p>For best results, use after Ouidad Ultra-Nourishing Cleansing Oil Shampoo.</p>
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"Our Ultra-Nourishing Intense Hydrating Mask is the ultimate moisturizing treatment for dry or damaged curls. The ultra-rich formula provides great slip, while nourishing oils work to restore essential moisture back into your curls."

– Ashley R.,
Ouidad Brand Director & Curly Girl

Notes

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.



Curl Recovery® Whipped Curls® Daily Conditioner & Styling Primer

Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
<ul style="list-style-type: none"> Multitasking formula that can be used as a moisturizing conditioner or styling primer Infused with green tea and good-for-curl oils to restore softness and hydration Provides a nourishing, hydrated base to prep for styling 	<ul style="list-style-type: none"> Triple olive oil, shea butter, and glycerin: Deeply moisturize and nourish curls Green tea extract: Helps protect curls from environmental aggressors 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum</p> <p>Cruelty-free</p>	4	<p>Top Notes: Green Pear, Cyclamen Blooms</p> <p>Middle Notes: Muguet, Tonka Bean</p> <p>Base Notes: Amberwood, Warm Musk, Sandalwood, Vanilla</p>	<p>As a daily conditioner: Apply from the mid-lengths to ends using the Wide-Tooth Shower Comb. Leave on for 3 minutes before rinsing.</p> <p>As a styling primer: Apply to damp hair, comb through, and layer with your favorite Ouidad styler.</p>



Moisture Lock® Leave-In Conditioner

<ul style="list-style-type: none"> Best-selling leave-in conditioner that adds hydration and primes curls for styling Weightless, breathable formula infused with prickly pear and green tea to seal in nourishment and encourage curl formation Prevents frizz, promotes shine, and adds slip for easy detangling before styling 	<ul style="list-style-type: none"> Prickly pear cactus extract: Locks in moisture Green tea and vitamin B5: Help repair curls and add shine Arnica extract: Adds nourishment and hydration 	<p>Free from: Non-Water Soluble Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Vegan & Cruelty-free</p>	5	<p>Top Notes: Galbanum, Lemon, Petitgrain, Aldehydic, Grapefruit</p> <p>Middle Notes: Geranium, Cedar Leaf, Rosemary, Jasmine, Honey, Pineapple, Muguet, Rose</p> <p>Base Notes: Pine, Tonka, Musk</p>	<p>Start with a quarter-size amount and apply to wet or damp hair. Avoid the scalp area and do not rinse out. This formula can also be used for added moisture after styling.</p>
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Water Works Clarifying Shampoo

<ul style="list-style-type: none"> Gentle clarifying shampoo infused with citrus and botanical extracts to remove stubborn build-up and impurities Maintains curls' natural moisture levels while deeply cleansing 	<ul style="list-style-type: none"> Lemon, grapefruit, and orange extracts: Deeply cleanses hair to remove stubborn residue Botanical camellia extract: Nourishes curls to improve moisture 	<p>Free from: Silicones, Parabens, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Vegan & Cruelty-free</p>	6	<p>Top Notes: Tangerine, Orange, Green</p> <p>Middle Notes: Apricot, Banana, Peach, Prune, Strawberry</p> <p>Base Notes: Musk, Coconut, Cedarwood</p>	<p>Massage through wet hair. After rinsing, follow with your favorite Ouidad Conditioner. Use as needed or every 1-2 weeks.</p>
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Notes

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.

	Key Benefits	Good-for-curl Ingredients	Made Ouidad Clean	pH Level	Fragrance	How To Use
 <p>Botanical Boost® Curl Energizing & Refreshing Spray</p>	<ul style="list-style-type: none"> Refreshing spray infused with aloe and pro-vitamin B5 that can be used on wet or dry curls to encourage curl formation Creates lasting definition and uniformity No-residue formula won't weigh down curls Conditioning natural plant extracts hydrate hair 	<ul style="list-style-type: none"> Aloe vera: Moisturizes and soothes the hair and scalp Rosehip and centella asiatica: Hydrate each strand from within Ginseng and pro-vitamin B5: Helps protect hair from damage 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum</p> <p>Vegan & Cruelty-free</p>	4	<p>Top Notes: Grass, Lemon, Bergamot Middle Notes: Rose, Cassis Base Notes: Vanilla, Musk</p>	<p>Spray all over freshly washed, damp hair. Or, use on dry curls to refresh your second-day style.</p>
 <p>Botanical Boost™ Multi-Use Curl Foam</p>	<p>New</p> <ul style="list-style-type: none"> Multi-use curl foam that can be used as a primer, air-dry styler, or a refresher to shape and enhance your curl pattern Provides intense hydration that defines curls without weighing them down Infused with aloe and pro-vitamin B5 Ideal for thicker hair textures 	<ul style="list-style-type: none"> Aloe Vera: Moisturizes and soothes the hair and scalp Rosehip and Centella Asiatica: Hydrate each strand from within Ginseng and Pro-vitamin B5: Helps protect hair from damage 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum</p> <p>Vegan & Cruelty-free</p>	4	<p>Top Notes: Grass, Lemon, Bergamot Middle Notes: Rose, Cassis Base Notes: Vanilla, Musk</p>	<p>Rake through damp hair in sections, then air-dry or follow with your favorite Ouidad styling product for extra hold.</p>
 <p>No Sweat Post-Workout Mist</p>	<ul style="list-style-type: none"> Invisible no-rinse formula infused with apple cider vinegar and volcanic ash to eliminate sweat and salt build-up Refreshes curls, eliminates odors, and balances the scalp to help reduce inflammation Use between wash days or post-workout to extend your styles 	<ul style="list-style-type: none"> Volcanic ash: Absorbs sweat and odor Apple cider vinegar: Renews and refreshes scalp and hair Bamboo extract: Natural antioxidants that calm and help balance the scalp Silica: Absorbs oil without residue 	<p>Free from: Silicones, Parabens, Sulfates, Mineral Oil, Phthalates, Petroleum, Gluten</p> <p>Vegan & Cruelty-free</p>	4.5	<p>Top Notes: Bergamot, Mint Middle Notes: Matcha Tea, Ivy, Peony Base Notes: Boxwood, Cedar, Tonka</p>	<p>To refresh sweaty strands, shake well and hold 6 inches from hair. Spray all over, focusing on your roots. Let it sit for 30 seconds, then gently shake out curls with your fingers. Cup curls to shape and revive. For finer hair textures, you can also diffuse to reshape curls faster.</p>

Notes

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.

	Key Benefits	How To Use
 <p>Made For Curls™ XL Claw Clips</p>	<ul style="list-style-type: none"> Claw clips designed to hold curls in place XL size, additional teeth, and strong clasp hold even the thickest of curls Helps to reduce pulling and breakage Includes pack of two (one silver, one gold) Each claw clip measures 5.5"L x 2"W x 2.5"H 	<p>Gather the desired amount of hair and clip it in place.</p>
 <p>Made For Curls™ Coil Scrunchies</p>	<ul style="list-style-type: none"> Coil Scrunchies allow curls to be pulled back securely Flexible XL inner coil holds styles in place Soft, stretchy fabric allows for hair to easily slide through without snagging Includes pack of two in assorted colors 	<p>Gather the desired amount of hair and tie in place.</p>
 <p>Made For Curls™ XL Coil Ties</p>	<ul style="list-style-type: none"> XL Coil Ties expand to hold the thickest of curls in place without snagging Help to reduce pulling and breakage when styling curls Made to hold shape for all-day wear Includes pack of six in assorted colors 	<p>Gather the desired amount of hair and tie in place. Reform by submerging in cold water.</p>
 <p>Made For Curls™ XL Styling Pin</p>	<ul style="list-style-type: none"> Styling Pin adds a stylish finishing touch while keeping curls in place XL size holds even the thickest of curls in place Strong metal prevents creasing thick hair Does not snag, pull, or cause damage Chic rose gold finish 	<p>Gather the desired amount of hair and secure it in place.</p>
 <p>Thick Hair Paddle Detangler</p>	<ul style="list-style-type: none"> Gently detangles thick, curly hair Crimped bristles gently glide through the thickest of curls without pulling, snagging, or breaking Wider-spaced bristles detangle without disrupting your curl pattern Anti-static bristles are gentle on the scalp and prevent frizz 	<p>Work brush through hair. Works best when hair is damp or wet to evenly distribute your favorite prep and styling products.</p>
 <p>3-in-1 Detail Brush</p>	<ul style="list-style-type: none"> Dual-sided, multifunctional brush and comb Bristle head to tame short, baby hairs and smooth the hairline Comb head to create intricate hairline detail Tight comb to section hair for detailing 	<p>Use with your favorite styling gel, oil, or cream. Style hair as usual with the brush or use comb end to add detail.</p>

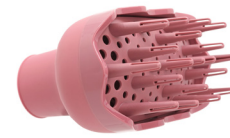
Notes

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.



Wide-Tooth Shower Comb



Made For Curls™ 3-in-1 Universal Diffuser



Double Row Detangler



Made For Curls™ Customizable Detangler

Key Benefits

- Gentle wet hair detangler
- Longer teeth easily glide through dense curls
- Wide-tooth design helps prevent snagging and pulling
- Can be used to help distribute treatments and conditioners

- Multi-functional diffuser with 3 customizable attachments that allow you to create volume, shape, and definition on all lengths and curl textures for an optimal diffusing experience
- Concentrated heat accelerates drying time, helping to prevent frizz
- Universal diffuser design is compatible with most blowdryers
- Made from high temperature resistant silicone and nylon material

- Double-tooth design uses fewer strokes and helps prevent frizz
- Longer teeth glide through curls without pulling or snagging
- Soft, rounded teeth are gentle on the scalp

- Customizable brush design for wet or dry curls
- Add or remove bristles to create ideal tension for your unique curls
- Extra-long, no-slip grip handle with easy-glide bristles
- Evenly distributes product throughout hair

How To Use

Work comb through wet hair. For extra stubborn tangles, prep curls with Advanced Climate Control® Detangling Heat Spray before brushing.

Attach the diffuser head to the end of your blowdryer nozzle and twist until it secures. Turn on dryer and place over a section of your curls. Move the diffuser gently over your head while drying, hovering over each section until both your roots and ends are fully dry.
To attach the Defining Curl or Volumizing Curl attachments, line up the raised latch under the button of the diffuser head and insert until it snaps into place. Simply press the release button to remove each attachment as needed.

Work comb through hair. For extra stubborn tangles, prep curls with Advanced Climate Control® Detangling Heat Spray before brushing.

Hold down the circular button on the side to remove rows. To replace, push back into the empty slot. Bristles are secure when you hear a click. To use with conditioning and treatment products, position bristles in opposite facing directions for optimal distribution.

Notes

Let curls be curls®.

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