

DevaCurl

Your Premier Curly Hair Experts

Welcome to the Mane Event:

Which curly girl are you? DevaCurl sets the record straight (but not the curls!)

Curls are like fingerprints; no two curls are alike. All curls need individual attention – a little nurturing and some TLC – to become their curly best. The question is, which Curly Girl are you? DevaCurl, the premier Curly Experts, will iron out the kinks in this hair mystery and help you find your inner Curly Girl. The good news is there are some tried-and-true Curly Girl categories that hold the key to your hair's needs and to maximize its curly potential.

THE CURL-EGORIES: When you look in the mirror, what do you see (or what do you think you should see)? Find your Curl-egory and then look for your customized Deva prescription.

The Corkscrew – You know you have corkscrew curls if:

- Your hair role model is Lorraine Massey, the “original” curly girl.
- When cut too short, “tightly wound” doesn’t even begin to describe it.
- You have coily curl texture.
- Your curls beg for moisture and soak up as much conditioner as you give them.
- The frizz factor has made you question whether it’s even worth going outside on a rainy day.

Your Deva Prescription: Moisture, moisture, moisture – your hair can’t get enough. With the right hydration and styling, we’ll bring your hair back to life and under control. Those corkscrews will flourish!

- Step 1 – Cleanse with No-Poo.
- Step 2 – Hydrate with One Condition and use Heaven in Hair twice weekly or until maximum hydration is accomplished. Then switch to twice monthly.
- Step 3 – Style with AnGEL and Set it Free for maximum moisture and curl definition.

Deva Tip: Leave some conditioner in the hair when rinsing for added hydration and frizz prevention.

The Botticelli – You know you have Botticelli curls if:

- Your hair role model is Sarah Jessica Parker.
- Your curls gracefully cascade instead of sticking straight out.
- Your curl texture is fine to medium.
- Those gorgeous curls on the bottom layer of your hair are often overshadowed by the not-so-curly top layer.

Your Deva Prescription: With strategic layers to lighten the curly load and products to provide definition, Sarah Jessica Parker will take a cue from you.

DevaConcepts

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- Step 1 – Cleanse with No-Poo.
- Step 2 – Hydrate with One Condition and use Heaven in Hair twice weekly until maximum hydration is accomplished. Then switch to twice monthly.
- Step 3 – For curl definition, style with AnGEL ArcAnGEL, Set it Free or Set Up and Above.
Deva Tip: For frizz prevention, do not agitate your curls during the drying process.

Wavy Curls: You know you have Wavy Curls if:

- Your hair role models are sex kittens, Eva Mendez and Penelope Cruz.
- Your hair occasionally develops a natural wave, which you've tried to blow straight.
- Your hair texture can be fine to medium, wavy or straight.
- Your hair has a tendency to look unkempt.
- Your hair often looks flat at the crown.

Your Deva Prescription: Work with it, not against it and your inner Curly Girl will shine through.

With some extra hydration, a bit of much needed volume and a little definition, you'll play up you assets.

- Step 1 – Cleanse with No-Poo for dehydrated scalp and continue to use No-Poo or Low-Poo once hydration is accomplished.
- Step 2 – Hydrate daily with One Condition and use Heaven in Hair twice weekly until maximum hydration is accomplished.
- Step 3 – For curl definition, style with AnGEL or Arc AnGEL; for volume/hold, style with B'Leave-In and/or Set Up and Above.

Deva Tip: Use Deva clips at the base of the scalp to ensure maximum curl volume at the top of your head.

S'wavy Curls: You know you have S'wavy curls if:

- Your hair role model is Kate Winslet.
- Your hair seems straight, but could be encouraged to do a bit more.
- You think your hair is incapable of the perfect wave ... until you experience Deva!

Your Deva Prescription: It can be done! Trust us!

- Step 1 – Cleanse with No Poo or Low Poo.
- Step 2 – Hydrate with One Condition.
- Step 3 – For curl definition and hold, style with AnGEL, Arc AnGEL, or Set Up and Above. For added curl volume, style with B'Leave In.

Deva Tip: Before applying selected stylers, make sure to squeeze enough water from the curls to encourage maximum curl definition.

Note: All four of these hair types will benefit from using Mist-er Right, Deva's second day curl revitalizer, refresher and scalp deodorizer. DevaCurl and DevaCare products retail from \$7.95 - \$37.95 and are sold at select salons across the country, as well as on line at www.mydevacurl.com.

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