

COLOR WOW

EXPOSE

the natural beauty of your curls



NEW! Curl Wow with Naked Technology

“When it comes to science-backed, innovative hair care, Color Wow reigns.”

-BAZAAR^{Harper's}

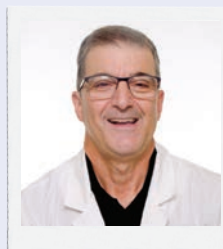


Color Wow's first-of-a-kind formulas have forever changed the game for hairstylists and have been honored with over 80 major beauty awards. Now, the innovative team that created water-proofing phenom DREAM COAT, Beauty Hall of Famer ROOT COVER UP and 3-minute mineral remover DREAM FILTER (among others!) introduce CURL WOW, with ground-breaking, curl-optimizing technology that catapults curly hair care into the future.

WELCOME TO THE NEW ERA OF "NAKED TECHNOLOGY"

Curl Wow is a complete departure from typical curl products that leave heavy, greasy coatings on hair or lock curls into brittle, crispy, rigid formation.

For the first time, scientifically-advanced "Naked Technology," featuring proprietary Profaxil-18™ Complex, makes it possible to achieve **super-hydrated, bundled curls that look and feel like nothing's on the hair!**



THE KEY TO NAKED TECHNOLOGY: PROFAXIL-18™ COMPLEX
Breakthrough micro-dispersed moisturization...
that changes everything!

Developed by renowned Color Wow formulator
Dr. Joe Cincotta, Profaxil-18™ Complex:



· Breaks down the large oil molecules into "micro-dispersions" so they don't just gather in greasy pools on hair's surface (like most curl products). Thanks to Profaxil-18™, oils can actually penetrate strands to lubricate and heal deep within.



· In addition, the MEA-18 component of this complex creates a glossy, weightless seal on the surface of curls that locks in moisture, smooths...and feels dry to the touch!



Dr. Joe explains Profaxil-18™ Complex



@kendalldorsey1

“NAKED TECHNOLOGY IS GOING TO CHANGE HOW PEOPLE STYLE CURLS IN THE FUTURE”

Celeb Hair Stylist and Curl Wow Ambassador Kendall Dorsey (whose clients include Kelly Rowland, Alicia Keyes, Yara Shahidi, Saweetie, Solange Knowles) weighs in,

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CURL WOW formulas are like nothing I’ve ever used before. You don’t need to use as much, or to layer on so many products. It may take some getting used to for men and women who typically apply a lot of product. But once they try CURL WOW...they will not go back.”

A REVOLUTIONARY APPROACH TO CURL CARE! HOW TO USE CURL WOW

Unlike typical curl formulas that smother curls with layers of thick, heavy creams, oils or waxes, **Curl Wow is a weightless system that feels like nothing is on the hair!** For the first time, ground-breaking Profaxil-18™ Complex makes it possible to deliver “prescriptive” combinations of rich oils, in measured doses, every step of the way. The result is super-hydrated, bundled, frizz-free curls...full of moisture at the core, but non-greasy, non-crunchy...silky soft and naked to the touch.





SNAG-FREE PRE-SHAMPOO DETANGLER

We believe it's critical to detangle curly hair BEFORE shampooing to prevent matting, tangles and breakage. **SNAG-FREE** is distributed through wet hair (not massaged on the scalp). PRACAXI OIL and COCONUT OIL moisturize and create slip for easier shampooing, fresher results and reduced breakage.



WHY IT'S REVOLUTIONARY:

Pre-shampoo lubrication is the absolute "can't skip" step for all clients with curly/coily hair. It is essential to create slip in order to help prevent breakage and to help make the shampooing process easier and more effective.

HOW TO USE:

1. Before shampooing, wet hair thoroughly.
2. Dispense a coin-size amount of product in hands. Rub palms together, then use fingers to work product through hair, concentrating on areas where hair is matted or tangled.
3. Apply more product as needed, using fingers to gently loosen clumps and snarls. Continue working product through lengths and ends of hair until you can easily comb through with fingers (or a wide tooth comb).
4. Rinse lightly...a flash rinse!
5. Follow with **HOOKED** residue-free shampoo.





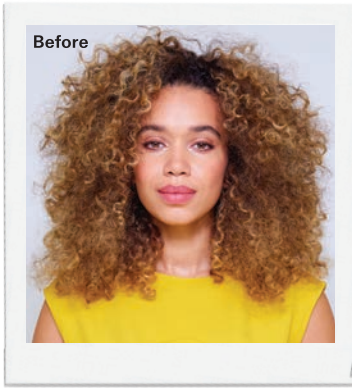
HOOKED

100% CLEAN SHAMPOO WITH ROOT-LOCKING TECHNOLOGY

Our shampoo is a total departure from a co-wash, because it contains NO conditioners, silicones or moisturizing agents! WHY? Because these ingredients do not easily rinse off, leaving residues that can cause scalp issues and hair loss.

With **HOOKED**, hair and scalp are left fresh and clean. It's the healthy way to shampoo. Conditioning should take place either before or after shampooing, not during, for healthiest results.

Importantly, **HOOKED** contains Procapil® which helps "anchor" hair at the roots to stop shedding.



WHY IT'S REVOLUTIONARY:

KEEPS THE SCALP HEALTHY, AND THE HAIR STRONG.

Most shampoos made for curly hair contain heavy, oily conditioning agents. These ingredients do not easily rinse off leaving residues that can cause hair loss due to unhealthy scalp conditions. **HOOKED** shampoo is sulfate-free and residue-free!

Ideal for curly/coily hair subject to mechanical tensions (braiding, weaves, extensions, etc.) **HOOKED** contains PROCAPIL® technology that strengthens root grip for less hair loss and shedding.

HOW TO USE:

1. Work **HOOKED** through wet curls, massaging your scalp.
2. Rinse, repeat.
3. If you have a lot of build-up from products that have left coatings on curls, you may need a third shampoo. If you don't see a rich lather right down to the roots, repeat the process.
4. Rinse thoroughly. All ingredients rinse completely, except root-strengthening Procapil®.



80% of testers saw reduced hairloss*

*Clinical study performed by Soderma.

COCO-MOTION

LUBRICATING CONDITIONER

Dehydrated curly texture tends to be motionless because hair's internal protein chains are dry, stiff and in need of lubrication. We created **COCO-MOTION** with rich Marula Oil, Coconut Oil and our proprietary Profaxil-18™ Complex to lubricate the inner protein chains which lack moisture. Instantly, curls have bounce, elasticity, soft silky texture and fluid motion.



WHY IT'S REVOLUTIONARY:

COCO-MOTION delivers intense moisture, with no build up! Traditional conditioners and moisture masks are heavy, waxy and sit on the hair's surface. Thanks to Profaxil-18™ Complex, a potent blend of rich moisture goes into the core of the hair and helps to lubricate the keratin bonds. No more dry, motionless, brittle curls!

HOW TO USE:

1. After shampooing, squeeze out excess moisture.
2. Apply **COCO-MOTION** generously, section by section, using more product if the hair is denser or coarser.
3. Work through with fingers or a wide tooth comb.
4. Rinse thoroughly. **THIS IS NOT A LEAVE-IN CONDITIONER.** After rinsing, you should not feel product in the hair... but the hair texture will feel dramatically transformed! Trust in the fact that Profaxil-18™ has delivered the moisture deep into curls.



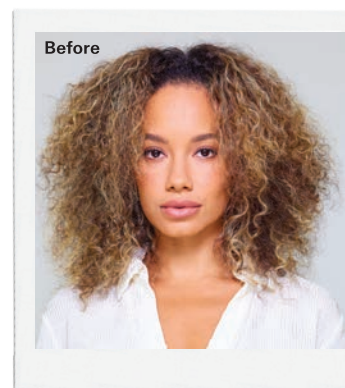


FLO-ETRY

VITAL NATURAL SERUM

Curly-textured hair can be very dry, dehydrated and brittle. Why? Because natural scalp oil (sebum) does not flow easily down through the twists and turns of each strand. So, we created **FLO-ETRY** to mimic the natural sebum giving moisture-deprived curls the vital oil they need. This is made possible through our Profaxil-18™ Technology which creates a micro-dispersion of Jojoba, Pequi and Coconut Oils. These oils don't lay on the surface, they enter the strand from roots to ends so the hair is not left oily or greasy.

Clinically proven to provide
84% less breakage



WHY IT'S REVOLUTIONARY:

Replenishing/replacing hair's natural sebum is the key to achieving plump, juicy, defined curls. **FLO-ETRY'S** "prescriptive" combination of oils mimics the natural oils missing in curly hair. The result is silky, frizz-free, super-hydrated strands that cluster naturally into glossy defined patterns.

HOW TO USE:

1. Apply **FLO-ETRY** to soaking wet hair, ideally after pre-shampooing, shampooing and conditioning with Curl Wow formulas. For best results, don't towel dry, even with a microfiber towel.
2. Section hair into 1-1/2 to 2 inch sections. Put 1/4 to 1/2 pump into hand, then squeeze and press the product into each hair section, as if you're pushing moisture into hair.
3. Finger rake, comb it or brush hair according to your chosen technique to encourage curls into natural, defined patterns.
4. Finish styling with **SHOOK MIX + FIX BUNDLING SPRAY**.



Moisture-rich oil = instant plumped, juicy curls

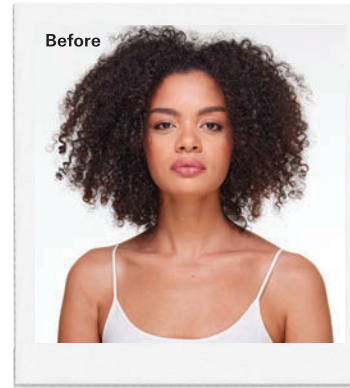


SHOOK

MIX + FIX BUNDLING SPRAY

The secret to this bi-phase technology is a layer of weightless polymers AND a layer of rich moisturizing oils (Jojoba, Rice Bran, Passion Flower, Grape Seed Oils plus our proprietary Profaxil-18™ Complex). Mixed together, they deliver perfectly bundled, soft, silky, defrizzed and defined curls that will leave you shook.

Clinically proven to reduce frizz by **78%** in high humidity



WHY IT'S REVOLUTIONARY:

Achieve a whole new level of weightless, bouncy, touchable curls. It feels like nothing is on the hair because the hydration is enclosed within the curl. This all-in-one game-changing styler moisturizes, smooths the cuticle to prevent frizz AND lightly holds curl clusters together, without any cast or crunch, for long-lasting, bouncy, "naked" results.

HOW TO USE:

1. Shake well to thoroughly mix the oils with the styling agents in **SHOOK**.
2. Spray liberally all through the hair, concentrating on front hairline where the hair can get quite frizzy. Bend client forward, throwing hair upside down, which allows you to access and spray all through underneath layers without breaking up curl pattern.
3. Gently scrunch to push curls back into shape. (Listen for the "squelch" noise!)
4. Start diffusing with hair upside down. Diffuse on high heat, low speed.
5. Gently move clients head forward, then side to side, then backward as you diffuse so you don't flatten curls, take out volume or create a rigid part.
6. Let the diffuser and client's head movement do the work! Other than cupping and scrunching, avoid touching curls when they're wet.



Hydrating, de-frizzing oils + weightless polymers = no crunch, bundled curls

Curl Up Naked! Curl Wow's revolutionary "no weight, no greasy feel, no crunch" method. Features new Profaxil-18™ Complex technology that makes it possible to super-hydrate, nourish and strengthen natural curly/coily hair every step of the way.



**SNAG-FREE
Pre-Shampoo Detangler**

Before shampooing, detangle and add slip for easier shampoo and less breakage.



**HOOKED 100% Clean
Shampoo with
Root-Locking Technology**

Get hair sparkling clean, leave no residues behind + strengthen strands at the roots.



**COCO-MOTION
Lubricating Conditioner**

Renew suppleness + spring with penetrating moisture that lubricates curls at the core.



**FLO-ETRY
Vital Natural Serum**

Replace vital oils that curls lack to create plump, juicy, frizz-free curls (no greasy feel.)

Procapil is a registered trademark of Sederma



**SHOOK
Mix + Fix Bundling Spray**

Define bouncy, frizz-free bundles that last with a mix of rich oils + ultra-light polymers.

Giles Robinson, Color Wow Global Director of Training and Education @MrGilesRobinson

Kendall Dorsey, Celeb Hair Stylist and Curl Wow Ambassador @kendalldorsey1

How to Use:
Curl Wow
Tips + Techniques



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Follow us on Instagram @colorwowhair
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