

# Permanent Styling Service

Cleanses and prepares hair, removing unwanted impurities.

**To use:** Shampoo hair 1-3 times before applying LIBERATE Step One Permanent Styling Lotion to ensure hair is free from any impurities that might affect results.

**Ingredients:**  
AQUA/WATER, SODIUM LAURETH SULFATE, SODIUM CHLORIDE, COCAMIDOPROPYL BETAINE, LAURETH-2, PEG-15 COCOPOLYAMINE, SODIUM COCOYL HYDROLYZED WHEAT PROTEIN, BENZYL ALCOHOL, METHYLCHLOROISOTHIAZOLINONE, ARGANIA SPINOSA KERNEL OIL, MET HYLISOTHIAZOLINONE, HYDROLYZED PEA PROTEIN, PHENOXYETHANOL, POTASSIUM SORBATE, PARFUM/FRAGRANCE

pH: 6.5



1000 ml / 33.8 fl. oz.

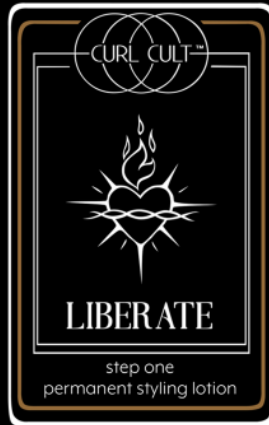
**\$30.00**

Create new texture patterns in hair by chemically altering the bonds within the hair strand, while offering protection with PismProtex™ technology.

**To Use:** Shake well before use. Apply generously to hair that has been washed with PREPARE Clarifying Shampoo. Roll hair onto Curl Cult® rods and process up to 90 minutes. (Note: Solution can be applied after rods are rolled, if hair has been previously compromised.) If hair is resistant, heat can be added to improve results. Check hair every 5 minutes while processing. Once a curl pattern is formed and hair elasticity increases, apply REGENERATE Step Two Neutralizing Treatment. **DO NOT RINSE.**

**Ingredients:**  
AQUA/WATER, CYSTEAMINE HCl, PEG-40 HYDROGENATED CASTOR OIL, POLYSORBATE 20, PARFUM/FRAGRANCE, IMIDAZOLIDINYL UREA, TETRASODIUM EDTA, PHENOXYETHANOL, HYDROLYZED VEGETABLE PROTEIN PG-PROPYL SILANETRIOL, POLYQUATERNIUM-7, COCAMIDOPROPYL BETAINE, ETHYLHEXYLGLYCERIN, STYRENE/VP COPOLYMER, CYSTEINE HCl, ARGANIA SPINOSA KERNEL OIL, PEG-35 CASTOR OIL, WHEAT AMINO ACIDS, HYDROLYZED PEA PROTEIN, GUAIAZULENE, POTASSIUM SORBATE, SODIUM HYDROXIDE

pH 7.3



500 ml / 16.9 fl. oz.

**\$65.00**

Stops the processing of the LIBERATE Step One Permanent Styling Lotion and locks a new texture pattern in the hair.

**To Use:** Apply generously over LIBERATE Step One Permanent Styling Lotion to ensure even saturation (**DO NOT RINSE FIRST**). Process for 10 minutes. Remove rods, reapply REGENERATE Step Two Neutralizing Treatment and process for 2 more minutes. Rinse and condition with REVIVE Hydrating Conditioner. **DO NOT SHAMPOO.** Use MAGIC SPELL Conditioning Leave-In to rebalance and detangle.

**Ingredients:**  
AQUA/WATER, LAURETH-10, HYDROGEN PEROXIDE, PHOSPHORIC ACID, ETIDRONIC ACID, STYRENE/VP COPOLYMER, ARGANIA SPINOSA KERNEL OIL, HYDROLYZED PEA PROTEIN, PHENOXYETHANOL, POTASSIUM SORBATE, PARFUM/FRAGRANCE

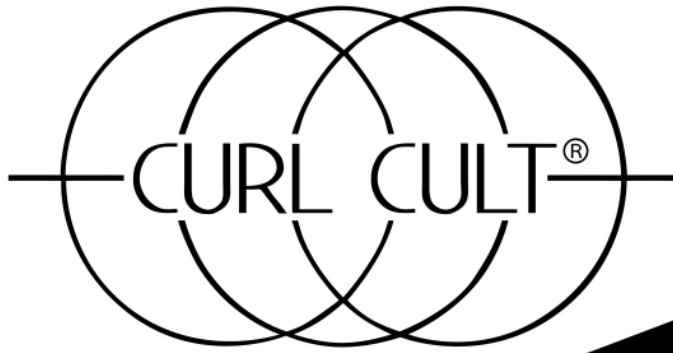
pH: 2.5 - 3.0



1000 ml / 33.8 fl. oz.

**\$65.00**

**For professional use only**

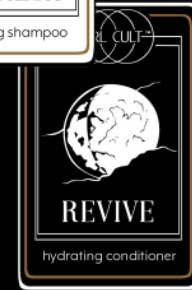


# At-Home Hair Care

\$32.00 (retail)

Hydrating shampoo & conditioner support the Curl Cult® Modern Perm as well as naturally curly or textured hair. Keeps curls bright and bouncy, while protecting and strengthening the hair with PisuProtex™ technology.

**To Use:** Apply to wet hair, lather and rinse. Repeat if needed. Apply to wet hair, leave for 2 minutes and rinse.



**Shampoo Ingredients:**  
AQUA/WATER, COCAMIDOPROPYL BETAINE, COCO-GLUCOSIDE, DISODIUM LAURETH SULFOSUCCINATE, PEG-15 COPOLYAMINE, SODIUM LAURYL SULFOACETATE, PHENOXYETHANOL, CITRIC ACID, PROPYLENE GLYCOL, PEG-55 PROPYLENEGLYCOL OLEATE, ETHYLHEXYLGLYCERIN, HYDROLYZED VEGETABLE PROTEIN PG-PROPYL SILANETRIOL, GLYCERIN, PEG-8, ARGANIA SPINOSA KERNEL OIL, VITIS VINIFERA SEED OIL/GRAPE SEED OIL, HYDROLYZED PEA PROTEIN, SODIUM POLYACRYLATE, PALMITOYL MYRISTYL SERINATE, PEG-8/SMDI COPOLYMER, POTASSIUM SORBATE, PARFUM/FRAGRANCE

**Conditioner Ingredients:**  
AQUA/WATER, GLYCERYL STEARATE, BEHENTRIMONIUM CHLORIDE, ISOPROPYL MYRISTATE, ISOPROPYL PALMITATE, DECYL OLEATE, ISOPROPYL ALCOHOL, PHENOXYETHANOL, AMODIMETHICONE, STEARAMIDOPROPYL DIMETHYLAMINE, HYDROLYZED VEGETABLE PROTEIN PG-PROPYL SILANETRIOL, ETHYLHEXYLGLYCERIN, ARGANIA SPINOSA KERNEL OIL, TRIDECETH-10, GLYCERIN, PEG-8, CETRIMONIUM CHLORIDE, VITIS VINIFERA SEED OIL/GRAPE SEED OIL, PEG-8/SMDI COPOLYMER, SODIUM POLYACRYLATE, PALMITOYL MYRISTYL SERINATE, HYDROLYZED PEA PROTEIN, POTASSIUM SORBATE, PARFUM/FRAGRANCE

250 ml / 8.45 fl. oz.

\$35.00 (retail)



A leave-in spray containing PisuProtex™ technology, providing hydration and curl support.

**To Use:** Apply to wet hair to hydrate, strengthen and detangle. Apply to dry hair to reactivate curls with moisture and control.

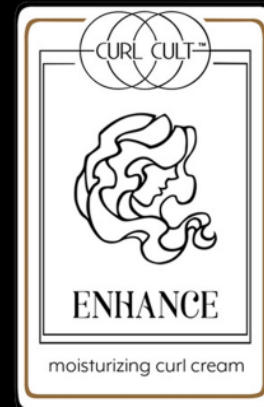
**Ingredients:**  
AQUA/WATER, ALCOHOL DENAT., POLYSILICONE-18 CETYL PHOSPHATE, BEHENTRIMONIUM CHLORIDE, CETYL ALCOHOL, HYDROLYZED VEGETABLE PROTEIN PG-PROPYL SILANETRIOL, POLYQUATERNIUM-37, PROPYLENE GLYCOL, PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE, PPG-1 TRIDECETH-6, EQUITETUM ARVENSE/HORSETAIL EXTRACT, BUTYROSPERMUM PARKII BUTTER/SHEA BUTTER, LINOLEIC ACID, TRITICUM VULGARE BRAN EXTRACT/WHEAT BRAN EXTRACT, POLYSORBATE 20, PEG-10 OLIVE GLYCERIDES, SIMMONDSIA CHINENSIS SEED OIL/JOJOBA SEED OIL, ARGANIA SPINOSA KERNEL OIL, VITIS VINIFERA SEED OIL/GRAPE SEED OIL, GLYCERIN, PEG-8, HYDROLYZED PEA PROTEIN, PEG-25 PABA, PEG-8/SMDI COPOLYMER, PALMITOYL MYRISTYL SERINATE, SODIUM POLYACRYLATE, PHENOXYETHANOL, POTASSIUM SORBATE, PARFUM/FRAGRANCE

250 ml / 8.45 fl. oz.

\$45.00 (retail)

A lightweight curl cream to help sculpt curls and combat frizz.  
**To Use:** Apply to wet hair, scrunch with hands and air dry. Diffuse dry for more defined, bouncy curls. Layer over MAGIC SPELL Conditioning Leave-In for extra curl support and hydration.

**Ingredients:**  
AQUA/WATER, GLYCERYL STEARATE, GLYCERIN, ISOPROPYL MYRISTATE, BEHENTRIMONIUM CHLORIDE, DECYL OLEATE, PROPYLENE GLYCOL, ISOPROPYL PALMITATE, CYCLOPENTASILOXANE, ISOPROPYL ALCOHOL, POLYACRYLAMIDE, PHENOXYETHANOL, BUTYROSPERMUM PARKII BUTTER/SHEA BUTTER, PHENYL TRIMETHICONE, C13-14 ISOPARAFFIN, PERSEA GRATISSIMA/AVOCADO OIL, DIMETHICONOL, HYDROLYZED PEA PROTEIN, STEARAMIDOPROPYL DIMETHYLAMINE, ARGANIA SPINOSA KERNEL OIL, LAURETH-7, ETHYLHEXYLGLYCERIN, ASTROCARYUM MURUMURU SEED BUTTER, SIMMONDSIA CHINENSIS SEED OIL/JOJOBA SEED OIL, AMODIMETHICONE, TRIDECETH-10, CETRIMONIUM CHLORIDE, POTASSIUM SORBATE, PARFUM/FRAGRANCE



200 ml / 6.76 fl. oz.

\$35.00 (retail)