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## ABOUT CURL CULT®

[Curl Cult®](#) is the first-ever Protein Perm and texture product line. Gone are the days of those “traditional, old-school” damaging perms from the 80s and 90s. Now with Curl Cult, any and all types of permanent texture are possible with softer, more natural looking results.

Founded by [Janine Jarman](#), celebrity stylist and owner of [Hairroin Salon](#), this line was brewed in Italy and conjured in Los Angeles where Janine spent seven years to create a new kind of perm – sourcing vegan ingredients from Italy, rethinking the application process, and obsessing over every molecule until it was just right. All in the name of doing different and helping clients wake up with dreamy texture and perfectly tousled curls, every day. Curl Cult is an industry-changing texture revolution that reinvents the perm and offers at-home curl support products.

## WE PUT THE PEA IN PERM.

### HOW IS THE CURL CULT PROTEIN PERM DIFFERENT?

Curl Cult Protein Perm is a protein-rich service that strengthens and shapes hair from the inside out with the brand's industry exclusive and first-to-market [Pisum-Protex™ technology](#). The solution opens the cuticle layer and infuses the pea protein deep into the hair shaft, which allows the stylist to manipulate the disulfide bonds and create any hair texture while getting consistent, shinier and softer results every time.

### AT-HOME CURL SUPPORT PRODUCTS

Curl Cult also offers a suite of take home curl support for all textures, natural or permed.

- [Refresh Hydrating Shampoo](#) curly girl approved, paraben & sulfate surfactant free formula keeps curls bright and bouncy, while protecting and strengthening the hair with PisumProtex™ technology. (MSRP: \$34)
- [Revive Hydrating Conditioner](#) keeps curls healthy and hydrated by offering moisture rich, paraben & sulfate surfactant free support, and protection and strength with PisumProtex™ technology. (MSRP: \$37)
- [Magic Spell Leave-in Conditioner](#) your all in one leave-in for detangling, rebalancing, UV & heat protection containing PisumProtex™ technology to provide extra hydration and curl support. (MSRP: \$45)
- [Enhance Moisturizing Curl Cream](#) lightweight curl cream that sculpts and supports curls and combats frizz. Think of it like lotion for your hair. (MSRP: \$37)



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#CurlCult #DareToBeDifferent



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## CURL CULT REFRESH HYDRATING SHAMPOO



**A hydrating shampoo to support the Curl Cult® permanent styling service as well as naturally curly or textured hair. Curly girl approved, paraben & sulfate surfactant free formula keeps curls bright and bouncy, while protecting and strengthening the hair with PisumProtex™ technology.**

**Curl Cult's exclusive PisumProtex™ combines Pea Protein and Plex Technology giving you shinier and softer hair.**

Directions for Use: Apply to wet hair, lather, and rinse. Repeat if needed.

Product Amount Retail: 250 ml / 8.45 fl oz

MSRP: \$34

Ingredients: AQUA/WATER, COCAMIDOPROPYL BETAINE, COCO-GLUCOSIDE, DISODIUM LAURETH SULFOSUCCINATE, PEG-15 COCOPOLYAMINE, SODIUM LAURYL SULFOACETATE, PHENOXYETHANOL, CITRIC ACID, PROPYLENE GLYCOL, PEG-55 PROPYLENE GLYCOL 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.



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## CURL CULT REVIVE HYDRATING CONDITIONER



**A moisturizing conditioner to support the Curl Cult® permanent styling service as well as naturally curly or textured hair. Keeps curls healthy and hydrated by offering moisture rich, paraben & sulfate surfactant free support, and protection and strength with PisumProtex™ technology.**

**Curl Cult's exclusive PisumProtex™ combines Pea Protein and Plex Technology giving you shinier and softer hair.**

Directions for Use: Apply to wet hair, leave for 2 minutes and rinse.

Product Amount Retail: 250 ml / 8.45 fl oz

MSRP: \$35

**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.



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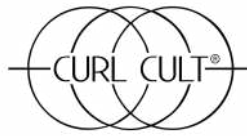
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## CURL CULT MAGIC SPELL CONDITIONING LEAVE-IN



**A leave-in spray containing PisumProtex™ bond protection technology, providing hydration and curl support. Your all in one leave-in for detangling, rebalancing, UV & heat protection.**

**Curl Cult's exclusive PisumProtex™ combines Pea Protein and Plex Technology giving you shinier and softer hair.**

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

Product Amount: 250 ml / 8.45 fl oz

MSRP: \$45

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, EQUISETUM 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, CARBOXYMETHYL CHITOSAN, PEG-8/SMDI COPOLYMER, PALMITOYL MYRISTYL SERINATE, SODIUM POLYACRYLATE, PHENOXYETHANOL, POTASSIUM SORBATE, PARFUM/FRAGRANCE.



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## CURL CULT ENHANCE MOISTURIZING CURL CREAM



**A supportive curl cream that sculpts curls and combats frizz. Its lightweight formula enhances your curls, without weighing them down, giving you bouncy, soft curls each time. Think of it like lotion for your hair.**

Directions for 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.

Product Amount: 200 ml / 6.76 fl oz

MSRP: \$35

Ingredients: AQUA/WATER, GLYCERYL STEARATE, GLYCERIN, ISOPROPYL MYRISTATE, BEHENTRIMONIUM CHLORIDE, CYCLOPENTASILOXANE, PROPYLENE GLYCOL, ISOPROPYL PALMITATE, DECYL OLEATE, 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.



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