



CLEVERCURL

CLEVERCURL[®]

Clever Curl was created by a group of Australian curl specialists inspired by the Curly Girl Method. The Clever Curl range is a highly specialised line of hair products carefully formulated to enhance and embrace naturally curly hair to hold the personality and individuality of curls.

Clever Curl provides exceptional quality, clever ingredients and is completely dedicated to the care of all curl types in any environment. All products are formulated with minimal ingredients to ensure that nothing gets in the way of beautiful natural curls.

Delivering moisture and the ability to hold a healthy hydrated curl are paramount functions across the range with the added benefits of Certified Organic Aloe Vera Juice and Rice Water Protein providing the perfect balance of nourishment and strength. Clever Curl is your curl's best friend!


For every Clever Curl product sold we donate 10c to The Butterfly Foundation, helping to support those with eating disorders and body image issues.
www.thebutterflyfoundation.org.au



HAIR BY A HANDFUL OF AUSTRALIAN CURL SPECIALISTS!



Pure Hair Toowoomba, QLD



Candy's Coiffure & Curls, QLD



Organic Hair Co, NSW



Perth Curls, WA



Danika Durack Hair, WA



Naturally Vintage Hair, QLD



Pureyou Hair, QLD



Curl Next Door, VIC



Avaia Hair, QLD



About Hair Mackay, QLD



This Little Curl, QLD



Helen Thomson, VIC



Hair By Tam, SA



Hair By Hope, VIC

Cleanser

This clever cleanser is designed to work as a no-poo to gently clean and hydrate the hair and scalp with virtually no lather.

15mL Sachet ~ 450mL ~ 1 Litre

METHOD

1. Completely saturate hair with warm water to open the cuticle.
2. Apply to hands and distribute evenly in palms and fingers before applying to hair and scalp.
3. Massage into scalp with fingertips to remove product, dirt and oils. Add more warm water and let it run right to the ends, scrunching as you go. This technique will gently clean the hair and help activate the curl.
4. Rinse out with lots of water, making sure not to remove too much water and leaving the hair saturated in preparation for conditioning.

SAFE FOR COLOURED HAIR - 100% CG

*Curls thrive
with water!*



Curl Treatment

A specialised treatment that is ultra nourishing for all curl types. This treatment is perfect for both the Deep Conditioning (DC) routine and/or as a Leave-in.

15mL Sachet ~ 450mL ~ 1 Litre

The curl treatment may be used in either or both of the following ways:

METHOD 1: Deep Conditioning

1. Completely saturate hair with warm water.
2. Apply to palms and distribute evenly in hands.
3. Begin applying to ends of hair working product up to mid lengths. Glaze any remaining product over hair.
4. Once product is distributed evenly begin applying preferred personal techniques such as; wet brush, roping, squish to condish.
5. Rinse out with lots of water, allowing some product to be left in depending on what your curls need.

METHOD 2: Leave-in

1. After your conditioning routine, apply to palms and distribute evenly through hair using your preferred personal techniques such as; raking, praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred technique such as; plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a curl gel before allowing the hair to dry.

TIP: Can be applied for refreshing techniques.

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Light Conditioner

A lovely light conditioner designed to rehydrate the finest curl. Designed to be used as a Co-wash and/or traditional Conditioner and can also be used as a Leave-in.

15mL Sachet ~ 450mL ~ 1 Litre

Rich Conditioner

Designed to provide optimum moisture to rehydrate dry hair. This rich conditioner can be used as a Co-wash and/or Conditioner and can be used as a Leave-in.

15mL Sachet ~ 450mL ~ 1 Litre

The light and rich conditioners may be used in any or all of the following ways:

METHOD 1: Co-wash

1. Completely saturate hair with warm water to open the cuticle.
2. Apply to hands and distribute evenly in palms and fingers before applying to hair and scalp.
3. Massage into scalp with fingertips to remove product, dirt and oils.
4. Add more warm water and let it run right to the ends, scrunching as you go. This technique will gently clean the hair and help activate the curl.
5. Rinse out with lots of water.

METHOD 2: Deep Conditioning

1. Completely saturate hair with warm water.
2. Apply to palms and distribute evenly in hands.
3. Begin applying to ends of hair, working product up to mid lengths. Glaze any remaining product over hair.
4. Once product is distributed evenly begin applying preferred personal techniques such as; wet brush, roping, squish to condish.
5. Rinse out with lots of water, allowing some product to be left in depending on what your curls need.

METHOD 3: Leave-in

1. After your conditioning routine, apply to palms and distribute evenly through hair using your preferred personal techniques such as; raking, praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred technique such as; plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a curl gel before allowing the hair to dry.

TIP: Can be applied for refreshing techniques.

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*“Curl knowledge and wisdom
equals curl love forever”
- Lorraine Massey*

Curl Wonderfoam

The hero of the range. The Wonderfoam truly lives up to its name providing long lasting maximum moisture, curl definition and a medium hold. Suitable for all curl types.

200mL

For Volume or Condition or Refresh

METHOD

1. Start with 1 - 2 pumps into palms and distribute evenly using your preferred personal techniques such as; raking, praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred technique such as; plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a curl gel before allowing the hair to dry.

Tip: For optimum performance store and use above 15°C.

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*“Curls are a blessing
not in disguise”*

- Lorraine Massey



Curl Cream

A curl cream that provides long lasting maximum moisture and beautiful definition with no hold. May be used as a Leave-in and/or for Refresh. Suitable for all curl types.

15mL Sachet ~ 450mL ~ 1 Litre

The curl cream may be used in either or both of the following ways:

METHOD 1: Leave-in

1. After your conditioning routine, apply to palms and distribute evenly through hair using your preferred personal techniques such as; raking, praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred technique such as; plopping, diffusing or air dry, OR for stronger curl definition and hold apply a curl gel before allowing the hair to dry.

METHOD 2: Refresh

1. Add a small amount of product to a water spray bottle. Add more if required.
2. Spray the mixture to desired parts of the hair to combat frizz.
3. Let curls dry with your preferred refreshing techniques.

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Curl Gel Humid Weather Clever

This unique gel contains anti-humectant properties that work to provide a firm cast and seal and retain moisture in a hydrated curl. Works perfectly in a humid climate.

15mL Sachet ~ 450mL ~ 1 Litre

Curl Gel Dry Weather Clever

The humectant properties in this gel provide a firm cast and attract further moisture to your curls in a dryer climate.

15mL Sachet ~ 450mL ~ 1 Litre

Both curl gels may be applied using the following method:

METHOD

1. After your leave-in routine, apply to palms and distribute evenly using your preferred personal techniques such as; raking, praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Let gel set until cast is 100% dry. Allowing hair to dry naturally is best, however if using a blow dryer ensure it is set to low heat and a diffuser is attached.
4. Using your hands scrunch out the crunch to reveal those glorious bouncy curls!

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*Never give up on your journey,
embrace your natural self and
wear your curls
with pride!*

- Clever Curl Mantra



Hair by Australian curl specialist Aoki Hair, WA



**SALON
PROFESSIONAL
AUSTRALIA** *Product + Equipment*

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