



Style Guide
C-straight™ & C-curl™

At MOP we appreciate the value of versatility, which is reflected in our 2 latest initiatives: C-straight and C-curl. The C-curl and C-straight families each consist of 4 products: shampoo, conditioner, and 2 styling staples. Both product families were born into our C-system category, endowing them with all the color preserving benefits associated with C-system:

- Sulfate free cleansers
- Antioxidant rich vitamins A, C, and E
- UV Protection

What's more, ingredient savvy consumers will appreciate the fact that these innovative new systems are entirely paraben free, relying on updated preservative alternatives.

C-straight products aren't confined to straightening; anyone desiring smooth hair (and who doesn't?) will benefit from this easy 4 step system. Plus, the trend toward straight, sleek hair is here to stay.

Sensationally Smooth: C-straight™



C-straight Shampoo

This mild, sulfate free shampoo represents our unwavering commitment to smooth, straight hair.

C-straight Straightening Cream

C-straight Straightening Cream works to straighten even the thickest, curliest hair.

C-straight Conditioner

Moisture rich conditioning agents eliminate tangles and deliver a visibly smooth texture you can run your fingers through. As a bonus, it also provides exceptional lift and added volume for styling.

C-straight Smoothing Shine Lotion

Smoothing Shine Lotion is a light finisher, adding shine and a final moisture barrier to maintain smoothness. Plus, this final step in the C-straight system provides thermal heat and UV protection.

Method

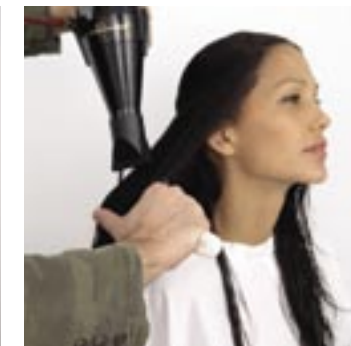
1

To begin, use **C-straight Shampoo** and **Conditioner**. Comb through hair with a wide-toothed comb. Apply a quarter-size amount of **C-straight Straightening Cream** from roots to ends, distributing evenly throughout. Blow-dry using medium-high heat, using your fingers to pull through hair.



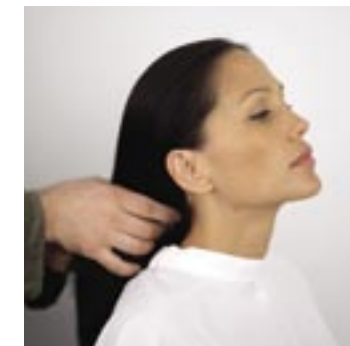
2

Using sectioning clips, divide hair into 1/2 inch sections. Start blowdrying the hair around the hair line, making sure each section is completely dry before moving on to the next. A boar bristle brush is recommended. Create even tension as you gently pull hair on the brush away from the root. Make sure to angle the blow dryer nozzle downward to achieve supreme smoothness. Add a burst of cool air at the end to lock in smoothness.



3

To finish, apply **C-straight Smoothing Shine Lotion** to palms and rub together. Apply to hair by working hands through the inside of the hair and down the outside surface of the hair shaft. Distribute small amounts evenly throughout to create a final moisture barrier.



4

Use a flat iron to provide a final seal for hair and to ensure a smooth, straight look that will withstand even the most humid conditions. Apply a second application of **Smoothing Shine Lotion** if needed. For the ultimate glassy finish we recommend a spritz of **Glisten Spray Gloss**.

