



Style Guide
C-straight™ & C-curl™

Got curls? MOP has just the thing to keep your curls or waves polished and well defined: the C-curl Curl Enhancing system. Each of these 4 products contains natural essential oils, lending a delicious, uplifting citrus scent to your shower and styling ritual.

Just like our C-straight Smoothing system, each product in the C-curl family is paraben free and works to extend the life of your color through:

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

These integrated systems foster self expression through styling, taking you from to supremely straight locks to shapely, polished curls.

Frizz Free and Fabulous: C-curl™



C-curl Shampoo

Curls crave a shampoo that does the job with no residue. This sulfate free, color preserving formula rinses easily, leaving behind only a fresh citrus scent. The first step in our C-curl system.

C-curl Curl Defining Cream

This unique curl enhancing cream provides smooth definition without residual tack. C-curl maintains your curl throughout the day while protecting against frizz.

C-curl Conditioner

This hydrating conditioner works well for all hair types, fine to full. A lightweight product, it provides the essential moisture to smooth curls, making tangles a thing of the past.

C-curl Refreshing Spray

This fantastic introduction is incredibly versatile. Use it on day two to reactivate the bounce in your curls and prolong the life of your blowdry. For those with fine hair, try it on damp, freshly washed hair as a stand alone product to encourage wave or curl.

Method

1

Start by using **C-curl Curl Enhancing Shampoo and Conditioner**. Apply **C-curl Curl Defining Cream** liberally to wet, saturated hair. Use more if hair is dense and less if hair is fine. To ensure even saturation, comb through with a wide tooth comb from roots to ends.

2

Use a diffuser to begin blowdrying. Tilt head off to one side and allow the hair to dry by placing into the cup of the diffuser, going in sections. Resist the urge to manipulate hair in hands, as that will cause frizziness.

3

Let sections of hair fall naturally into the diffuser cup and move upwards on the hair shaft until diffuser is sitting on or near scalp. Once one side is dry tilt head to the other side and repeat. When the hair is 80%–90% dry, flip the head up side down and place your fingers at the scalp, gently shaking to release the distinct beauty of the natural curl. Let hair finish drying naturally.

4

Lightly mist with **Curl Refreshing Spray** to revive and reshape curls as necessary. Curl Refreshing Spray also works wonders to tame frizz, anytime, anywhere. This can be applied the following day, or later in the day if a touch up is desired.

