

Curly Secret

PRODUCT SHEET



Curly Secret




ABOUT US

Curly Secret is a natural, curly hair care brand founded out of an underlying urge to reveal the secret to having healthy curls. Our team of experts is here to share their experience and expertise from one curly girl to another, with the mission to outsource the best ingredients and create outstanding curly hair care products.








Scent chart


 = sweet vanilla cream scent


 = papaya scent


 = strawberry scent

 = orange scent


 = pineapple scent


 = melon scent

 = pina colada scent

 = tropical fruit cocktail scent

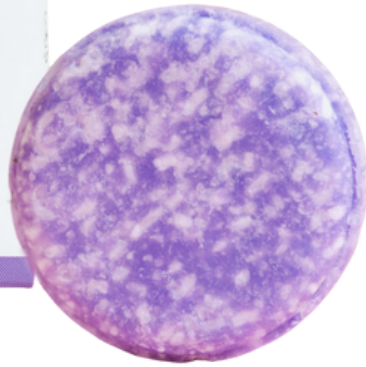
 = peach scent

 = flowery scent

 = mild coconut scent

 = banana scent

*All scents/fragrances are natural derived



CLEANSE

Shampoo Bar - Fragrance free

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
Itchy scalp, eczema, greasy scalp, fragrance and essential oil allergies
- **PAIR WITH**
Conditioner bar, Bye Bye Knots Conditioner, Repairing Hair Mask, Curl Support Hair Mask



CLEANSE

Shampoo Bar

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
Itchy scalp, eczema, greasy scalp, fragrance allergies
- **PAIR WITH**
Conditioner bar, Bye Bye Knots Conditioner, Repairing Hair Mask, Curl Support Hair Mask



CLEANSE

Clarifying Shampoo Bar

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
clarify when needed, greasy scalp, build up
- **PAIR WITH**
Repairing Hair Mask, Bye Bye Knots Conditioner, Quench My Thirst



CLEANSE

Sensitive Scalp Shampoo

- **HAIR TYPES**

Fine, Medium and Coarse Hair

- **RECOMMENDED**

Itchy scalp, eczema, greasy scalp, fragrance and essential oil allergies

- **PAIR WITH**

- Conditioner bar or if no allergies: Bye Bye Knots Conditioner, Curl Support Hair Mask or Repairing Hair Mask



CLEANSE

Hello Fresh Hair Shampoo

- **HAIR TYPES**

Medium and Coarse Hair

- **RECOMMENDED**

Dry hair, thick hair, easily tangled hair

- **PAIR WITH**

Conditioner bar, Bye Bye Knots Conditioner, Quench My Thirst, Repairing Hair Mask, Curl Support Hair Mask



CLEANSE

Bentonite Clay

- **HAIR TYPES**

Fine, Medium and Coarse Hair

- **RECOMMENDED**

Detox, build up, curls or waves don't hold

- **PAIR WITH**

- Bye Bye Knots Conditioner, Quench My Thirst, Repairing Hair Mask



CLEANSE

Deep Cleansing Shampoo

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
Greasy scalp, build up
- **PAIR WITH**
Bye Bye Knots Conditioner, Curl Support Hair Mask, Repairing Hair Mask, Quench My Thirst, Conditioner Bar



CONDITION

Bye Bye Knots Conditioner

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
Dry hair, tangled hair
- **PAIR WITH**
Hello Fresh Hair Shampoo, Deep Cleansing Shampoo, Shampoo Bar

CONDITION

Conditioner Bar

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
Dry hair, fragrance allergies
- **PAIR WITH**
Shampoo bar, Shampoo bar (fragrance free), Hello Fresh Hair Shampoo, Sensitive Scalp Shampoo, Deep Cleansing Shampoo



CONDITION

Quench My Thirst - 2-in-1 treatment

- **HAIR TYPES**

Medium and Coarse Hair

- **RECOMMENDED**

Dry hair, tangled hair

- **PAIR WITH**

Clarifying Shampoo Bar, Deep Cleansing Shampoo, Shampoo Bar, Hello Fresh Hair Shampoo, Bentonite Clay, all gels

- **IMPORTANT**

2-in-1 formula: use as hair mask or as cream



CONDITION

Repairing Hair Mask

- **HAIR TYPES**

Fine, Medium and Coarse Hair

- **RECOMMENDED**

Dry hair, damaged hair, Colored hair, curls that don't hold, hair with knots/tangles

- **PAIR WITH**

Shampoo bar, Clarifying Shampoo bar, Deep Cleansing Shampoo, Hello Fresh Hair Shampoo, Bentonite Clay

CONDITION

Curl Support Hair Mask

- **HAIR TYPES**

Fine, Medium and Coarse Hair

- **RECOMMENDED**

Curls that don't hold, curls that need reconstructor, hair loss, curls that don't clump

- **PAIR WITH**

Shampoo bar, Clarifying Shampoo bar, Deep Cleansing Shampoo, Hello Fresh Hair Shampoo



Prep

Protein Shot Serum

HAIR TYPES

Fine, Medium and Coarse Hair

RECOMMENDED

Colored hair, damaged hair, curls don't hold, no curl cast, weak hair

PAIR WITH

Curl reviving leave-in, Popping Curls Styling, Hydrating Styling Jelly, Quench My Thirst

IMPORTANT:

Less is more. Use as prep for maximum results or combine with leave-in/gel, or use after gel for stronger cast



Prep

Moisturizing Protection Spray

HAIR TYPES

Fine, Medium and Coarse Hair

RECOMMENDED

Before using heat, before sun exposure, before swimming, hair that needs color protection

PAIR WITH

All products

MOISTURIZE

Protein Bomb Leave-in

- **HAIR TYPES**
Wavy, Medium and Coarse Hair
- **RECOMMENDED**
Very dry hair, hair that needs hold, colored hair, damaged hair, curls that don't clump
- **PAIR WITH**
Popping Curls Styling Gel or Hydrating Styling Jelly



MOISTURIZE

Curl Reviving Leave-in

- **HAIR TYPES**
Fine & Medium Hair
- **RECOMMENDED**
Hair that needs mild hold, hair that gets greasy fast, hair needs lightweight way moisturizer
- **PAIR WITH**
Popping Curls Styling Gel, Hydrating Styling Jelly, Miracle Styling Foam, Volumizing Curl Foam

STYLE

Popping Curls Styling Gel

- **HAIR TYPES**
Fine & Medium Hair
- **RECOMMENDED**
Dry hair, medium hold, for volume
- **PAIR WITH**
Protein-Bomb Leave-in, Miracle Styling Foam or use alone, Curl Reviving Leave-in, Quench My Thirst



STYLE

Hydrating Styling Jelly



- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
For strong hold and definition, dry hair
- **PAIR WITH**
Curl Reviving Leave-in, Protein Bomb Leave-in, Volumizing Curl Foam, Miracle Styling Foam



STYLE

Volumizing Curl Foam

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
for volume, to fight frizz
- **PAIR WITH**
Hydrating Styling Jelly for strong hold or use alone, Protein Bomb Leave-in, Curl Reviving Leave-in

STYLE

Miracle Styling Foam

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
Hair that needs hold, dry hair
- **PAIR WITH**
Popping Curls Styling Gel, Hydrating Styling Jelly or use alone, Curl Reviving Leave-in
- **IMPORTANT**
less is more



FINISH

Volume Boost Hair Spray



- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
for volume, as hair spray for extra hold (use after gel or instead of gel)
- **PAIR WITH**
any product
- **IMPORTANT**
less is more



FINISH

Scrunching Oil

- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
remove cast, seal ends, smooth frizz
- **PAIR WITH**
any product
- **IMPORTANT**
Less is more

REFRESH

Curl Rescue Refresh Spray



- **HAIR TYPES**
Fine, Medium and Coarse Hair
- **RECOMMENDED**
Refresh, leave-in or detangler
- **PAIR WITH**
Popping Curls Styling Gel, Hydrating Styling Jelly, or use alone
- **IMPORTANT**
less is more



Accessories

Mist Spray Bottle

- **HAIR TYPES**
All hair types
- **RECOMMENDED**
For refreshing, styling curly hair



Accessories

Scalp Brush

- **HAIR TYPES**
All hair types
- **RECOMMENDED**
Remove build up, improve blood circulation

Accessories

Alligator Clips

- **HAIR TYPES**
All hair types
- **RECOMMENDED**
For sectioning while styling, for root lifting



Want to become a partner?

MOQ

We don't have a MOQ which makes it always accessible.

Margins

Margins average between 50-60%. We have quantity break options.

Delivery time

Shipping is normally within 1-2 business days (depending on when the order is placed).

Easy ordering

You can order via our B2B shop: to create a Business account for you we need the following: Full name, Company name and VAT number. Of course you can always place your order by e-mail. Please note: when creating a business account, you will automatically be subscribed to the newsletter. If you opt out, you will not receive information about new products and B2B deals.

Personal guidance

We attach great importance to providing the best possible service. So there is someone available every day of the week (until 23:00) to help you with any questions. You can always send an email about this to b2b@curlysecret.nl

Standout Marketing support

We provide our B2B partners with marketing materials and support to promote your salon or store. This includes opportunities for collaboration on social media, helping your business stand out and grow. We have a strong prominence on Facebook, Instagram and Tiktok and we take our pride in creative content. It is important for us to be exclusive, but still accessible for customers all around the world.

Love for the planet

We are committed to sustainability and environmental awareness. Our products are manufactured with respect for the environment and are free from harmful chemicals, benefiting customers and the planet. We also plant 1 tree and save 5 plastic bottles from the environment for every order.



Want to become a partner?

Get access to our B2B shop within 24 hours*! What is needed:

1. Full Name
2. Company Name
3. Company Address
4. VAT-number
5. E-mail address
6. Signed terms of service document (if contacted by e-mail: you will receive it digitally)

*You need to share the information with b2b@curlysecret.nl





CONTACT US

 b2b@curlysecret.nl

SUSTAINABLE BUSINESS



www.curlysecret.com