

*Curly Secret*

# CATALOGUS



## 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

 = strawberry scent

 = pineapple scent

 = pina colada scent

 = peach scent

 = mild coconut scent

 = papaya scent

 = orange scent

 = melon scent

 = tropical fruit cocktail scent

 = flowery scent

 = banana scent

\*All scents/fragrances are natural derived



# CLEANSE

Shampoo Bar - Fragrance free

- **HAIR TYPES**  
Fine and 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



Shampoo Bar

Curly Girl Approved  
Protein Free

Anti-Itch Formula

1 BAR  
Equals 3 Bottles Shampoo

CLEANSE

# 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 and Medium 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 and Medium 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

# CONDITION

## Curl Boosting Activator

- **HAIR TYPES**  
Medium and Coarse Hair
- **RECOMMENDED**  
Very dry hair, hair that needs hold and definition
- **PAIR WITH**  
Popping Curls Styling Gel or Hydrating Styling Jelly, Volumizing Curl Foam, or use as one styler
- **IMPORTANT**  
less is more



# 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, Curl Boosting Activator



# STYLE

## Hydrating Styling Jelly

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



# STYLE

## Miracle Styling Foam

- **HAIR TYPES**  
Fine and Medium Hair
- **RECOMMENDED**  
Hair that needs hold, dry hair
- **PAIR WITH**  
Popping Curls Styling Gel, Hydrating Styling Jelly or use alone, Curl Boosting Activator
- **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

## Scunching 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



# Scalp Care: Purify

## Renew+ Scalp Exfoliator

### HAIR TYPES

Fine, Medium and Coarse Hair

### FOR SCALP ISSUES:

Oily scalp, flakes, itchiness, build-up, sensitive scalp

### PAIR WITH

Soothe+ Scalp Serum

### IMPORTANT:

Use 1-2 times a week



# Scalp Care: Treat

## Soothe+ Scalp Serum

### HAIR TYPES

Fine, Medium and Coarse Hair

### FOR SCALP ISSUES:

Itchiness, tightness, dryness, flakes, sensitive/irritated scalp, An imbalance in the scalp microbiome

### PAIR WITH

Renew+ Scalp Exfoliator



# 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 - Pack of 4

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



# Accessories

## Double-Sided Curl Towel

### HAIR TYPES

All hair types

### RECOMMENDED

One side is made of ultra-soft bamboo fibers and the other side is made of absorbent cotton.



# Accessories

## Volume Boosting Double Lift Pick

### HAIR TYPES

Fine, Medium and Coarse Hair

### RECOMMENDED

For extra root volume



