D
DESIGN ESSENTIALS®
Natural

The Choice for
Textured Hair

For Wavy, Curly & Coily
Curl Textures

FOR NATURAL HAIR

DESIGN
ESSENTIALS®

Natural

Design Essentials® *Natural* Hair Care System is a comprehensive suite of curl definition products designed to care for a broad range of natural curl textures. Each product is uniquely formulated and infused with a combination of natural butters and oils to provide the balanced moisture, curl definition, frizz control and hold necessary for naturally curly hair. Comprised of products suitable for wavy, curly and coily hair textures – all curl types ranging from 2b to 4c – Design Essentials® *Natural* provides the perfect solution for multiple hair textures.

- Formulated with high quality natural ingredients
- Provides excellent curl definition
- Exhibits lasting sheen, moisture and hold
- Controls frizz

For Natural Hair

Design Essentials® *Natural* Hair Care System

Design Essentials® *Natural* Product Suite:

- *Natural* Curl Cleanser 8oz | 16oz
- *Natural* Moisturizing Conditioner 8oz
- *Natural* Daily Moisturizing Lotion 8oz | 16oz
- *Natural* Twist & Set Setting Lotion 8oz
- *Natural* Curl Enhancing Mousse 7.5oz
- *Natural* Curl Stretching Cream 16oz
- *Natural* Curl Defining Crème Gel 16oz

Design Essentials® *Natural* Products are primarily:
SILICONE FREE • PARABEN FREE • PARAFFIN FREE
PETROLATUM FREE • MINERAL OIL FREE

Natural Curl Reference Chart

CURL SHOT	CURL PATTERN	HAIR CHARACTERISTICS
	Loose Wavy (2b)	• Very loose S wave form • Limited body or volume • Prone to frizz **Tip:** Products that are light in weight provides the best outcome, such as a gentle cleanser, a light weight moisturizing conditioner like *Natural* **Moisturizing Conditioner** to help control the frizz and light styling products like *Natural* **Curl Enhancing Mousse** for enhanced curl definition.
	Wavy with Curls (2c)	• Consistent S wave with ringlet curls • Moderate body or volume • Frizz easily and resistant to styling **Tip:** Pamper your curls with added moisture to help reduce frizz with conditioning cleansers & conditioners like *Natural* **Curl Cleanser (Sulfate-Free) Shampoo** and *Natural* **Moisturizing Conditioner** while giving your curls an added boost.
	Curly with Loops (3a)	• Distinct well defined S formed loops • Lot of body and movement with good elasticity (spring) • Excellent style versatility **Tip:** To get the most definition from your curls begin with a moisturizing cleanser and conditioner like *Natural* **Curl Cleanser (Sulfate-Free) Shampoo** and *Natural* **Moisturizing Conditioner.** Apply a little *Natural* **Daily Moisturizing Lotion** for Wash & Go styling or use *Natural* **Twist & Set Setting Lotion** for added curl definition.
	Curly with Spirals (3b)	• Well defined curls of spiral ringlets with a natural spring • Lot of body and may tangle • Easy to swell, dry out and frizz **Tip:** To get the most definition from your curls begin with a moisturizing cleanser and conditioner like *Natural* **Curl Cleanser (Sulfate-Free) Shampoo** and *Natural* **Moisturizing Conditioner.** *Natural* **Daily Moisturizing Lotion** can be used daily for hydration. Stylers like *Natural* **Defining Crème Gel** will provide excellent curl definition and frizz control.

For Natural Hair

Natural Curl Reference Chart

CURL SHOT	CURL PATTERN	HAIR CHARACTERISTICS
	Curly with Coils (3c)	• Well defined tight curls in corkscrew or coil shapes • Highly dense and full of volume • Easy to swell, tangle & frizz and requires moisture **Tip:** Begin with a moisturizing cleanser and conditioner like *Natural* **Curl Cleanser (Sulfate-Free) Shampoo** and *Natural* **Moisturizing Conditioner.** Add *Natural* **Daily Moisturizing Lotion** daily for added hydration. Stylers that are rich in moisture like *Natural* **Defining Crème Gel** or *Natural* **Twist & Set Setting Lotion** will provide the excellent curl definition, frizz control and manageability desired.
	Coiled with Spring (4a)	• Coiled with an evident S or ringlet pattern • Some volume due to density but limited movement • Hair is fragile and requires extra moisture **Tip:** Begin with a moisturizing cleanser and a conditioner with slip like *Natural* **Curl Cleanser (Sulfate-Free) Shampoo** – gentle enough to maintain moisture balance - and *Natural* **Moisturizing Conditioner** to infuse added moisture. *Natural* **Daily Moisturizing Lotion** should be used daily for styling or to lock in moisture, refresh and hydrate curls while reducing frizz.
	Tightly Coiled (4b)	• Tightly coiled with less defined curls • Hair is highly dense and wiry, lacks movement • Hair is fragile and requires moisture **Tip:** Moisturizing cleansers and conditioners with slip like *Natural* **Curl Cleanser (Sulfate-Free) Shampoo** and *Natural* **Moisturizing Conditioner** are ideal. *Natural* **Daily Moisturizing Lotion** should be used daily to lock in moisture, refresh and hydrate curls while reducing frizz. Stylers like *Natural* **Curl Stretching Cream** will provide excellent curl definition with added moisture.
	Tightly Coiled with Zig-Zag (4c)	• Very tightly coiled in a zig-zag pattern • Requires manipulation to achieve curl definition • Hair is fragile and requires moisture • Hair is dense and shrinks **Tip:** Moisturizing cleansers and conditioners with slip like *Natural* **Curl Cleanser (Sulfate-Free) Shampoo** and *Natural* **Moisturizing Conditioner** are ideal for this texture. Lotions, creams and butters like *Natural* **Daily Moisturizing Lotion** or *Natural* **Curl Stretching Cream** will re-hydrate your curls, lock in moisture, provide curl definition and help to stretch the hair for maximum styling. Use *Natural* **Daily Moisturizing Lotion** daily to maintain hair health.

Design Essentials® *Natural* Products

Natural Curl Cleanser (Sulfate-Free) Shampoo   8oz | 16oz

Gently cleanses the hair while adding significant moisture to the hair. Formulated with high quality botanical ingredients such as Soy Bean, Arnica and Rose Hip, you are sure to achieve moisture rich, soft, clean hair with an excellent shine.

Ideal for wavy, curly and coily textures ranging from 2c – 4c.

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For Natural Hair

Natural Moisturizing Conditioner   8oz

A highly moisturizing conditioner enriched with moisture-rich botanicals like Jojoba Oil, Rose Hip Oil and Coconut Milk to nourish, detangle and heal dry, damaged hair. Hair is left more manageable, soft and silky.

Ideal for wavy, curly and coily textures ranging from 2b – 4c.

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Design Essentials® *Natural* Products

Natural **Daily Moisturizing Lotion**   8oz | 16oz

Formulated for daily use, this lightweight, moisture rich lotion is enhanced with a specialized blend of natural ingredients like Jojoba Oil, Wheat Protein, Olive Oil and Cocoa Butter to moisturize, define and revitalize dry curls and waves. With daily use, this lotion will soften the hair, control frizz and provide a beautiful lasting sheen. **Natural Daily Moisturizing Lotion** can be used on wet hair for wash & go styling, on dry hair for curl revitalization or in combination with other Design Essentials® *Natural* Styling Products.

Ideal for wavy, curly and coily textures ranging from 2c – 4c.

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For Natural Hair

Natural **Daily Moisturizing Lotion**   8oz | 16oz

Usage Tips:

Wash & Go:
After shampoo and condition, squeeze a small amount of *Natural* **Daily Moisturizing Lotion** in palm of hand, rub together and spread throughout hair. Comb through and style as desired.

Twist Sets:
Natural **Daily Moisturizing Lotion,** provides added moisture when used in conjunction with *Natural* **Defining Crème Gel** for a set style. After shampooing and conditioning, apply a quarter size of *Natural* **Daily Moisturizing Lotion** in palm of hand, rub together and spread throughout hair first, then proceed to style using the **Design Essentials®** *Natural* **Defining Crème Gel.**

Frizz Reducer:
Natural **Daily Moisturizing Lotion** is the ideal product to use when pulling twist sets out to help control frizz. Simply place a small amount of product on your finger tips and proceed to pulling out your twist set.

Revitalizer:
Natural **Daily Moisturizing Lotion** is perfect for second day curl revitalization. Squeeze a small amount of *Natural* **Daily Moisturizing Lotion** in palm of hand, rub together and finger through your curls to wake them up, give them a fresh new start, reduce frizz and provide a lasting shine.

Design Essentials® *Natural* Products

Natural Defining Crème Gel   16oz

A botanical rich, creamy lightweight gel that defines and separates curls while providing a medium to firm hold. Enhanced with key botanicals like Olive, Jojoba, Avocado, Almond and Coconut Oil, ***Natural* Defining Crème Gel,** provides the perfect balance of moisture and hold to assist in controlling frizz, defining curls and delivering a radiant shine.

Ideal for curly and coily hair textures ranging from 3b - 4c.

Usage Tips:

For Tighter Curl Textures 3c – 4c:
Prior to applying the ***Natural* Defining Crème Gel** spread a small amount of ***Natural* Daily Moisturizing Lotion** to the hair first for added moisture. Then using sections apply ***Natural* Defining Crème Gel** comb through, twist or finger style as desired.

For optimal results dry hair using a diffuser or a hooded dryer.

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Natural Curl Stretching Cream   16oz

A high performance curl formulation with Almond Butter, Soy, Jojoba and Shea Butter that smoothes and conditions highly textured hair, provides frizz control while adding definition, moisture and incredible sheen. Perfect for adding weight to the hair for maximum elongation and curl enhancement.

Ideal for coily textures ranging from 4b - 4c.

Usage Tips:

Apply *Natural* **Curl Stretching Cream** to clean damp hair and comb through from root to end. Using sections comb through, twist or finger style as desired.

For optimal results dry hair using a diffuser or a hooded dryer.

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Design Essentials® *Natural* Products

Natural **Curl Enhancing Mousse   7.5oz**

A curl defining foam, infused with an Olive Oil and Vitamin B complex, is used to enhance curl definition, separate curls and provide a medium hold while reducing frizz. Suitable for those simple "Wash & Wear" styles, *Natural* **Curl Enhancing Mousse** is lightweight, provides added moisture, dries quickly and gives hair a gorgeous natural sheen.

Ideal for wavy, curly and coily textures ranging from 2b – 4a.

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For Natural Hair

Natural Curl Enhancing Mousse   7.5oz

Usage Tips:

Wash & Go / For hair textures 2b – 3a:
After shampoo and condition, section hair, pump
Natural **Curl Enhancing Mousse** in hands and
finger through. Allow curls to form and air dry or
lightly diffuse to set curls.

Wash & Go / For hair textures 3b – 4a:
After shampoo and condition, section hair, pump
Natural **Curl Enhancing Mousse** on hair and comb
through. Allow curls to form and air dry or lightly
diffuse to set curls.

Twist Sets / For hair textures 3b - 4a:
After shampoo and condition, section
hair, pump *Natural* **Curl Enhancing
Mousse** on to section, comb through
and proceed to twist set (2-strand twist,
flat twist, finger curl or bantu knot).
Sit under hooded dryer to dry.

*To reduce frizz, pull apart Twist Sets
with Natural Daily Moisturizing Lotion.*

Design Essentials® *Natural* Products

Natural Twist & Set Setting Lotion   8oz

A ready-to-use setting lotion enriched with botanicals like Jojoba, vitamins and proteins to condition, moisturize and provide a luminous shine. This moisture rich formula visibly improves manageability, aids in detangling and dries quickly while providing a medium hold without the hard feel. Create beautiful long lasting twist sets and braid outs with *Natural* **Twist & Set Setting Lotion.**

Ideal for curly to coily hair textures 3a – 4c.

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Natural Twist & Set Setting Lotion   8oz

Usage Tips:

Wash & Go / For hair textures 3a – 3b:
After shampoo and condition, section hair, spray
Natural **Twist & Set** evenly on to wet hair and
comb through. Allow curls to form and air dry or
lightly diffuse to set curls.

Flexi-Rod Sets / For hair textures 3a – 4a:
After shampoo and condition, section hair, spray
Natural **Twist & Set** on to section, comb through
and proceed to flexi-rod set. Sit under hooded
dryer to dry.

Twist Sets / For hair textures 3a – 4c:
After shampoo and condition, section
hair, spray *Natural* **Twist & Set** on to
section, comb through and proceed
to twist set (2-strand twist, flat twist,
bantu knots). Sit under hooded
dryer to dry.

To reduce frizz, pull apart Twist Sets
with Natural Daily Moisturizing Lotion.

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The Choice for
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DESIGN ESSENTIALS® SALON SYSTEM
Your PARTNER *in* STYLE

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