



CLEVERCURL®

Your 4 Step Guide to the CURLY GIRL METHOD

1 CLEANSE

No poo or co-wash to cleanse away dirt, oils and build up.



2 CONDITION

With preferred amount of conditioner.

(popular techniques are the 'squish to condish' and 'roping' methods).



3 STYLING

Most commonly with creams, foams and strong hold gels.

(popular techniques are the 'praying hands', 'raking' and 'scrunching' methods).



Tip: A little goes a long way with Clever Curl products.



4 DRY

Slow gentle drying is imperative

(popular techniques are to 'plop' and then air dry or gently blow dry with a diffuser).

Once the hair is 100% dry, apply the 'scrunch out the crunch' technique to reveal soft, bouncy curls!

