





Clever Curl was created by a group of Australian curl specialists inspired by the Curly Girl Method. The Clever Curl range is a highly specialised line of hair products carefully formulated to enhance and embrace naturally curly hair to hold the personality and individuality of curls.

Clever Curl provides exceptional quality, clever ingredients and is completely dedicated to the care of all curl types in any environment. All products are formulated with minimal ingredients to ensure that nothing gets in the way of beautiful natural curls.

Delivering moisture and the ability to hold a healthy hydrated curl are paramount functions across the range with the added benefits of Certified Organic Aloe Vera Juice and Rice Water Protein providing the perfect balance of nourishment and strength.



Proudly Supporting



Clever Curl supports Butterfly Foundation by donating 10c from every product sold. We love Butterfly's vision to 'live in a world that celebrates health, well-being and diversity'. Butterfly Foundation offers a multitude of services and programs that provide support, treatment, prevention, early intervention, education and training to help those affected by eating disorders and negative body image. [www.butterfly.org.au](http://www.butterfly.org.au)

AVAILABLE SIZES:  
Original - 15mL Sachet | 130mL | 450mL | 1 Litre  
Fragrance Free - 15mL Sachet | 450mL



SAFE FOR  
COLOURED  
HAIR

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# Cleanser

This clever Cleanser is designed to work as a no-poo to gently clean and hydrate the hair and scalp with virtually no lather.

**tip:** Curls thrive with water!  
For best results, ensure the hair is saturated throughout the cleansing process.

## 82.7% Certified Organic Ingredients

It is important to always cleanse twice, massaging the scalp thoroughly and using strong tension with your fingertips. The first cleanse will remove product residue, oils and environmental buildup, while the second effectively cleans the hair and scalp.

## METHOD

1. Completely saturate hair with warm water to open the cuticle.
2. Apply Cleanser to palms and distribute evenly before applying to hair and scalp.
3. Massage into scalp with fingertips to remove product residue, oils and environmental buildup. Add more warm water and let it run right to the ends, scrunching as you go. This technique will gently cleanse the hair and help activate the curl.
4. Rinse and repeat this process to thoroughly cleanse the scalp.
5. Rinse out with lots of water, making sure not to remove too much water and leaving the hair saturated in preparation for conditioning.



Curlfriend Katharina

AVAILABLE SIZES:  
Original - 15mL Sachet | 130mL | 450mL | 1 Litre



# Light Conditioner

A lightweight conditioner designed to rehydrate the finest curl. Designed to be used as a traditional conditioner and can also be used as a Leave-in.



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**tip:** Can be applied for refreshing techniques.

## 87.4% Certified Organic Ingredients

For best results, use this product after cleansing the hair and scalp with Clever Curl Cleanser. This product is also suitable for the co-wash technique if preferred.

### METHOD 1: Conditioning

1. Following cleansing with Clever Curl Cleanser keep hair completely saturated with warm water.
2. Apply Conditioner to palms and distribute evenly in hands.
3. Begin applying to ends of hair, working product up to mid-lengths. Glaze any remaining product over hair.
4. Once product is distributed evenly begin applying preferred techniques, such as wet brush, roping or squish to condish.
5. Rinse out with lots of water, allowing some product to be left in depending on what your curls need.

### METHOD 2: Leave-in

1. After your conditioning routine, apply Conditioner to palms and distribute evenly through hair using your preferred techniques such as raking or praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred techniques, such as plopping, diffusing or air dry, OR for stronger curl definition and hold, apply Clever Curl Curl Gel before allowing the hair to dry.





AVAILABLE SIZES:  
Original - 15mL Sachet | 130mL | 450mL | 1 Litre  
Fragrance Free - 15mL Sachet | 450mL



# Rich Conditioner

A rich conditioner designed to rehydrate coarse, thirsty hair. Designed to be used as a traditional conditioner and can also be used as a Leave-in.



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**tip:** Can be applied for refreshing techniques.

## 87.3% Certified Organic Ingredients

For best results, use this product after cleansing the hair and scalp with Clever Curl Cleanser. This product is also suitable for the co-wash technique if preferred.

### METHOD 1: Conditioning

1. Following cleansing with Clever Curl Cleanser keep hair completely saturated with warm water.
2. Apply Conditioner to palms and distribute evenly in hands.
3. Begin applying to ends of hair, working product up to mid-lengths. Glaze any remaining product over hair.
4. Once product is distributed evenly begin applying preferred techniques, such as wet brush, roping or squish to condish.
5. Rinse out with lots of water, allowing some product to be left in depending on what your curls need.

### METHOD 2: Leave-in

1. After your conditioning routine, apply Conditioner to palms and distribute evenly through hair using your preferred techniques, such as raking or praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred techniques, such as plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a Clever Curl Curl Gel before allowing the hair to dry.



Curlfriend Isaiah

AVAILABLE SIZES:  
Original - 15mL Sachet | 130mL | 450mL | 1 Litre



# Curl Treatment

A specialised, ultra nourishing treatment for all hair types. This treatment is perfect for both the Deep Conditioning (DC) routine and/or as a Leave-in.



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**tip:** Can be applied for refreshing techniques.

## 82.4% Certified Organic Ingredients

### METHOD 1: Deep Conditioning (DC)

1. After cleansing, completely saturate hair with warm water.
2. Apply Treatment to palms and distribute evenly in hands.
3. Begin applying to ends of hair working product up to mid-lengths. Glaze any remaining product over hair.
4. Once product is distributed evenly begin applying preferred techniques, such as wet brush, roping or squish to condish. Leave in for up to 10 minutes, a steamer or cap can be applied to accelerate the penetration of the treatment.
5. Rinse out with lots of water, allowing some product to be left in depending on what your curls need.

### METHOD 2: Leave-in

1. After your conditioning routine, apply Treatment to palms and distribute evenly through hair using your preferred techniques, such as raking or praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred techniques, such as plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a Clever Curl Curl Gel before allowing the hair to dry.

NOT SUITABLE FOR CO-WASHING



*Curl Specialist & Stockist,  
Patricia @curlsbypatty*

AVAILABLE SIZES:  
Original - 15mL Sachet | 130mL | 450mL | 1 Litre



# Blonde Curl Treatment

A specialised, ultra nourishing treatment suitable for all hair types. Helps to reduce brassy yellow tones in coloured or naturally blonde, grey and silver hair.



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**tip:** Use every wash day or alternate with your favourite Clever Curl Conditioner.

## 85% Certified Organic Ingredients

### METHOD 1: Subtle toning results

1. After cleansing, completely saturate hair with warm water.
2. Apply Treatment to palms and distribute evenly in hands.
3. Begin applying to ends of hair working product up to mid-lengths and roots. Glaze any remaining product over hair.
4. Once product is distributed evenly, leave product in hair for 3-5 minutes.
5. Prior to rinsing product, apply preferred techniques, such as wet brush, roping or squish to condish.
6. Rinse out thoroughly with lots of water.

### METHOD 2: Maximum toning results

1. After cleansing, completely saturate hair with warm water.
2. Apply Treatment to palms and distribute evenly in hands.
3. Begin applying to ends of hair working product up to mid-lengths and roots. Glaze any remaining product over hair.
4. Once product is distributed evenly, leave product in hair to process for 10 minutes.
5. Prior to rinsing product, apply preferred techniques, such as wet brush, roping or squish to condish.
6. Rinse out thoroughly with lots of water.

SAFE FOR COLOURED, BLONDE, GREY & SILVER HAIR  
NOT SUITABLE AS A LEAVE-IN

*Curlfriends Katie and Elma*

clevercurl.com.au | 7



AVAILABLE SIZES:  
Original - 100mL | 200mL  
Fragrance Free - 200mL



# Curl Wonderfoam

The hero of the range. Wonderfoam truly lives up to its name providing long lasting moisture, curl definition and a light-medium hold. Suitable for all hair types, perfect for refreshing.



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**tip:** Emulsify Wonderfoam into wet hands prior to applying for the perfect lightweight curl cream.

## 81.6% Certified Organic Ingredients

### METHOD

1. Start with 1-2 pumps into palms and distribute evenly using your preferred techniques, such as raking or praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred techniques, such as plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a Clever Curl Curl Gel before allowing the hair to dry.





AVAILABLE SIZES:  
Original - 15mL Sachet | 130mL | 450mL | 1 Litre  
Fragrance Free - 15mL Sachet | 450mL



# Curl Cream Leave-in

A rich curl cream that provides long lasting maximum moisture and beautiful definition with no hold.



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**tip:** Add one pump of Curl Cream to a water spray bottle for a fuss-free and effective refresh spray.

## 88.7% Certified Organic Ingredients

May be used as a Leave-in and/or for Refresh. Suitable for all hair types, use sparingly in fine hair.

### METHOD 1: Leave-in

1. After your conditioning routine, apply Curl Cream to palms and distribute evenly through hair using your preferred techniques, such as raking or praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred techniques, such as plopping, diffusing or air dry, OR for stronger curl definition and hold apply Clever Curl Curl Gel before allowing the hair to dry.

### METHOD 2: Refresh

1. Add 1-2 pumps of product to a water spray bottle and shake well to emulsify the mixture. Add more if required.
2. Spray the mixture to desired parts of the hair to combat frizz, using praying hands technique to distribute.
3. Diffuse or air dry.



Curlfriend Bianca

AVAILABLE SIZES:  
Original - 15mL Sachet | 130mL | 450mL | 1 Litre  
Fragrance Free - 15mL Sachet | 450mL



# Curl Gel Humid Weather Clever

This unique gel contains anti-humectant properties that work to provide a firm cast and seal and retain moisture in an already hydrated curl. Works perfectly in a humid climate.



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**tip:** Wait until hair is 100% dry before Scrunching Out The Crunch for ultimate curl longevity.

## 78.6% Certified Organic Ingredients

### METHOD

1. After your leave-in routine, apply Gel to palms and distribute evenly using your preferred techniques, such as raking or praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Let Gel set until cast is 100% dry. Allowing hair to dry naturally is best, however if using a blow dryer ensure it is set to low heat and a diffuser is attached.
4. Using your hands Scrunch Out The Crunch to reveal those glorious bouncy curls.



AVAILABLE SIZES:  
Original - 15mL Sachet | 130mL | 450mL | 1 Litre



# Curl Gel Dry Weather Clever

The humectant properties in this Gel provide a firm cast and attract further moisture to a dehydrated curl. Works perfectly in a dry climate.



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**tip:** Wait until hair is 100% dry before Scrunching Out The Crunch for ultimate curl longevity.

## 77.5% Certified Organic Ingredients

### METHOD

1. After your leave-in routine, apply Gel to palms and distribute evenly using your preferred techniques, such as raking or praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Let Gel set until cast is 100% dry. Allowing hair to dry naturally is best, however if using a blow dryer ensure it is set to low heat and a diffuser is attached.
4. Using your hands Scrunch Out the Crunch to reveal those glorious bouncy curls.

**Travel Sizes and  
Sample Sachets Available!**



AVAILABLE SIZE: 100mL



# Curl Oil

A luxurious oil rich in botanical lipids to deeply nourish and seal in hydration. Suitable for dry hair and scalp.



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**tip:** Can also be used to break a cast and Scrunch Out The Crunch after using a Gel.

## 89% Certified Organic Ingredients

### METHOD 1: Pre-poo

Massage Curl Oil into the scalp to deeply nourish and breakdown buildup prior to cleansing. Apply to mid-lengths and ends using a raking motion prior to cleansing to help pre-soften and detangle.

### METHOD 2: Treatment Boost

Add 3-4 drops of Curl Oil to your preferred Clever Curl Conditioner or Clever Curl Curl Treatment for an extra boost of nourishment and hydration.

### METHOD 3: Styling

Apply 2-4 drops of Curl Oil to palms and apply to mid-lengths and ends using praying hands to soften, add shine and reduce frizz. Can be applied to the scalp for braided styles.







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AVAILABLE SIZE: 450mL



## one cleanser

The same curl loving Cleanser formula with an alternative scent, featuring the fresh aromas of pink sea salt and forest pine.

This clever Cleanser is designed to work as a no-poo to gently clean and hydrate the hair and scalp with virtually no lather.



## one conditioner

The same curl loving Rich Conditioner formula with an alternative scent, featuring the fresh aromas of pink sea salt and forest pine.

For best results, use this product after cleansing the hair and scalp with Clever Curl ONE Cleanser. This product is also suitable for the co-wash technique if preferred.

### 82.7% Certified Organic Ingredients

It is important to always cleanse twice, massaging the scalp thoroughly and using strong tension with your fingertips. The first cleanse will remove product residue, oils and environmental buildup, while the second effectively cleans the hair and scalp.

#### METHOD

1. Completely saturate hair with warm water to open the cuticle.
2. Apply Cleanser to palms and distribute evenly in palms and fingers before applying to hair and scalp.
3. Massage into scalp with fingertips to remove product residue, oils and environmental buildup. Add more warm water and let it run right to the ends, scrunching as you go. This technique will gently cleanse the hair and help activate the curl.
4. Rinse and repeat this process to thoroughly cleanse the scalp.
5. Rinse out with lots of water, making sure not to remove too much water and leaving the hair saturated in preparation for conditioning.

**tip:** Curls thrive with water! For best results, ensure the hair is saturated throughout the cleansing process.

### 87.5% Certified Organic Ingredients

#### METHOD 1: Conditioning

1. Following cleansing with Clever Curl ONE Cleanser keep hair completely saturated with warm water.
2. Apply Conditioner to palms and distribute evenly in hands.
3. Begin applying to ends of hair, working product up to mid-lengths. Glaze any remaining product over hair.
4. Once product is distributed evenly begin applying preferred techniques, such as wet brush, roping or squish to condish.
5. Rinse out with lots of water, allowing some product to be left in depending on what your curls need.

#### METHOD 2: Leave-in

1. After your conditioning routine, apply Conditioner to palms and distribute evenly through hair using your preferred techniques, such as raking or praying hands.
2. For more accentuated curls gently scrunch hair to encourage stronger curls.
3. Leave in and let hair dry with your preferred techniques, such as plopping, diffusing or air dry, OR for stronger curl definition and hold, apply Clever Curl Curl Gel before allowing the hair to dry.

**tip:** Can be applied for refreshing techniques.

# Unlock your best curls yet with Clever Curl's Essential Accessories



Curlfriend  
Nathalie



## Satin Pillowcase

Pearlescent white Clever Curl RPET Satin Pillowcase—an eco-friendly, vegan and cruelty-free alternative to silk. Unlike classic cotton and poly-blend linen which can pull at your hair and create friction, our satin pillowcase allows your hair to glide smoothly overnight. Wake up to smooth, defined curls that are free of frizz and breakage.



Curlfriend  
Farouk



## Afro Comb Metal Pick

The Clever Curl Afro Comb Metal Pick is essential for providing volume and root-lift while diffusing or air-drying your curly hair. This comb helps you achieve added volume and shape without causing breakage or indentations, making it a versatile tool for enhancing your curl game and creating your perfect style.



Curlfriend  
Cassie



## Microfibre Popping Towel

Our Clever Curl Microfibre Suede Popping Towel is designed to gently dry and plop your curly hair without causing frizz. Made from ultra-soft microfibre suede, it absorbs excess moisture quickly and reduces friction, helping you maintain curl definition and minimize frizz as your curls dry naturally.



Curlfriend  
Isaiah



## Scalp Brush

Our Clever Curl Scalp Brush made from medical-grade silicone is designed for thorough, deep cleansing. It helps remove product buildup and stimulates circulation, ensuring a balanced scalp and vibrant curls. The soft yet effective bristles enhance the efficiency of your cleansing products, promoting a healthier scalp for your curls to thrive.

All Clever Curl bottles are manufactured in Australia and can be easily refilled and re-used over and over. When your Clever Curl bottle is empty, we encourage you to refill it or re-use it for another purpose rather than send it off with your recycling.

1

The client purchases Clever Curl Products to take home and enjoy.



2

Once the bottle is empty, the client returns to the salon to have them refilled.



Refill

3

Once refilled, the salon offers the client a discount from the normal sell price as a reward for their efforts.



4

The client takes home their refilled bottles and the cycle starts again.



We are so thrilled to announce that after much research, testing and trialling, we have transitioned most of our plastic, refillable, Clever Curl bottles to 100% recycled land waste plastic. *Milk bottles to be exact!*

Scan to find your nearest Stockist





*A curl's best friend!*

Toll Free: 1300 856 744 | [wave@clevercurl.com.au](mailto:wave@clevercurl.com.au) | [www.clevercurl.com.au](http://www.clevercurl.com.au)

