



CLEVERCURL[®]





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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.

A Curl's Best Friend.





Confidence

A bold new era in the Clever Curl evolution.

The same curl loving formulas you know and trust, expressed through a refined visual identity designed to feel modern, elevated, and undeniably confident.

Inspired by rich, indulgent tones that evoke strength, confidence and self-expression, Clever Curl steps into its next chapter with an intentional new look and feel. Grown, grounded and beautifully proud.

Clever Curl.
Confidence, naturally.



CLEVERCURL®

Ethical Standards

At Clever Curl, we are committed to providing exceptional quality products that are accessible to everyday people, while respecting the environment and communities we operate within.



Australian Made and Owned

Clever Curl is a 100% Australian owned company with all products being manufactured in Australia. Valuing Australian Trade is about purchasing and sourcing materials and ingredients from Australian suppliers including bottles, tubes, labels, posters and marketing materials.



Cruelty Free

We do not and will never test our products or ingredients on animals, nor will we ever commission others to do so. The team at Clever Curl have a strong passion for ethical and cruelty free manufacturing. To show our commitment Clever Curl has obtained official accreditation from Safe Cosmetics Australia.



Vegan Friendly

Clever Curl is a Vegan Friendly certified company and all products comply to Vegan requirements. All Clever Curl products clearly state the Vegan status and all ingredients are listed on the product pages.



100% Recycled Plastic

In line with our commitment to sustainability, all Clever Curl pump top bottles are made in Australia from 100% post-consumer waste plastic from milk bottles.

PROUDLY SUPPORTING



Supporting Butterfly Foundation

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



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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.

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

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 build up, 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 build up. 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 Saige

Curl Tip:

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



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Refill



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.

Original: 15mL Sachet | 130mL | 450mL | 1 Litre

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. Using the palms, begin applying the Conditioner to ends of hair, working product up to mid-lengths. Glaze any remaining product over hair.
3. Distribute Conditioner evenly throughout the hair using preferred techniques such as wet brush, roping or squish to condish.
4. Rinse out with lots of water. Allow some product to remain in the hair if desired.

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. Gently scrunch in an upwards motion to encourage and accentuate curls.
3. Seal curls with your preferred Clever Curl Curl Gel before air drying, plopping or diffusing.



Curlfriend Tyler

Curl Tip:

Can be applied for refreshing techniques.



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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.

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

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. Using the palms, begin applying the Conditioner to ends of hair, working product up to mid-lengths. Glaze any remaining product over hair.
3. Distribute Conditioner evenly throughout the hair using preferred techniques such as wet brush, roping or squish to condish.
4. Rinse out with lots of water. Allow some product to remain in the hair if desired.

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. Gently scrunch in an upwards motion to encourage and accentuate curls.
3. Seal curls with your preferred Clever Curl Curl Gel before air drying, plopping or diffusing.



Curlfriend Katie

Curl Tip:

Can be applied for refreshing techniques.



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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.

Original: 15mL Sachet | 130mL | 450mL | 1 Litre

82.4% Certified Organic Ingredients

METHOD 1: Deep Conditioning (DC)

1. Following cleansing with Clever Curl Cleanser keep hair completely saturated with warm water.
2. Using the palms, begin applying the Treatment to ends of hair, working product up to mid-lengths. Glaze any remaining product over hair.
3. Distribute Treatment evenly throughout the hair using preferred techniques such as wet brush, roping or squish to condish, then leave in for up to 10 minutes. A steamer or cap may be applied to accelerate the absorption of the Treatment.
4. Rinse out with lots of water. Allow some product to remain in the hair if desired.

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. Gently scrunch in an upwards motion to encourage and accentuate curls.
3. Seal curls with your preferred Clever Curl Curl Gel before air drying, plopping or diffusing.



Curlfriend Alec

Curl Tip:
Can be applied for refreshing techniques.



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Blonde Curl Treatment

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

Original: 15mL Sachet | 130mL | 450mL | 1 Litre

85% Certified Organic Ingredients

METHOD:

1. Following cleansing with Clever Curl Cleanser keep hair completely saturated with warm water.
2. Using the palms, begin applying the Treatment to ends of hair, working product up to mid-lengths. Glaze any remaining product over hair.
3. Distribute Treatment evenly throughout the hair using preferred techniques such as wet brush, roping or squish to condish.
4. For a subtle toning effect, leave in the hair for 3-5 minutes. For maximum toning effect, leave in for 10 minutes.
5. Rinse out thoroughly with lots of water.

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



Curlfriend Katy

Curl Tip:

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



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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.

Original: 200mL | 100mL
Fragrance Free: 200mL

82.4% Certified Organic Ingredients

METHOD:

1. Start with 1-2 pumps into wet 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 Clever Curl Curl Gel before allowing the hair to dry.

For optimum performance store & use above 15°C.



Curlfriend Isi

Curl Tip:

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



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Curl Cream Leave-In

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

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

88.7% Certified Organic Ingredients

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 onto desired parts of the hair to combat frizz, using praying hands technique to distribute.
3. Diffuse or air dry.



Curlfriend James

Curl Tip:

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



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Humid Weather Curl Gel

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.

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

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 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.



Curlfriend Immanuel

Curl Tip:

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



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Dry Weather Curl Gel

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

Original: 15mL Sachet | 130mL | 450mL | 1 Litre

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 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.



Curlfriend Joy

Curl Tip:

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



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Curl Oil

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

Original: 100mL

48% Certified Organic Ingredients

METHOD 1: Pre-Poo

Massage Curl Oil into the scalp to deeply nourish and breakdown build-up 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.



Curl Specialist & Stockist, Patricia

Curl Tip:

Can also be used to break a cast and Scunch Out The Crunch after using a Gel.

Fragrance Free Range

The Clever Curl Fragrance Free range has been carefully and gently formulated to suit all curls, particularly those who may experience sensitivity to fragrance from time to time. All products are formulated with minimal ingredients and are sulfate and silicone free to ensure that nothing gets in the way of beautiful, natural curls.



Sample Sizes

The Clever Curl Original Range is also available in compact 130ml/100ml sizes designed to test, trial and travel.

The Clever Curl Light & Rich Starter Packs each contain 4 carefully selected travel sized products designed for the perfect introduction to the Clever Curl range. Packaged up and ready to take on the go in our exclusive Clever Curl drawstring travel bag!

Sample sachets are also available across the entire range, including Fragrance Free.



Accessories

Unlock your best curls yet with Clever Curl's essential accessories. Caring for your curls is an art form, and at Clever Curl, we are dedicated to providing you with the tools to enhance and celebrate your natural hair texture.

Our Clever Curl accessories are designed to compliment your curl care routine and ensure your curls look their best every day.

These must-have accessories will change the way you care for and style your curls!



Microfibre Plopping Towel

Designed to gently dry and plop your curly hair without causing frizz. Made from ultra-soft microfibre suede and 80% recycled materials.

Water Spray Bottle

Our 200ml continuous mist spray bottle delivers a fine, even mist for quick, effortless curl refreshing from every angle.

Hydra-Style Brush

Perfect for evenly distributing product in the hair and enhancing curl definition. Ultra-flexible brush base and fine bristles move effortlessly through the hair without tension, creating smooth definition without snags or breakage.

Scalp Brush

Helps remove product buildup and stimulates circulation, ensuring a balanced scalp and vibrant curls.

Afro Comb Metal Pick

Essential for providing volume and root-lift while diffusing or air-drying your curly hair.

Satin Scrunchie Set

Ultimate tension-free accessory to wear your hair up or to gently protect your curls while sleeping (Set of 3).

RPET Satin Pillowcase

Made with 100% recycled material RPET Satin. Reduces friction to protect curls from frizz while sleeping.



All Clever Curl bottles are manufactured in Australia and can be easily refilled and reused over and over. When your Clever Curl bottle is empty, we encourage you to refill it at one of our participating refill salons.

Scan to find your nearest Stockist



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.

3



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

4



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



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