



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.

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



Cover Image: Paris McElroy - Curl Specialist & Clever Curl Stockist, QLD



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.

METHOD

- 1 Completely saturate hair with warm water to open the cuticle.
- 2 Apply to hands and distribute evenly in palms and fingers before applying to hair and scalp.
- 3 Massage into scalp with fingertips to remove product, dirt and oils. Add more warm water and let it run right to the ends, scrunching as you go. This technique will gently clean the hair and help activate the curl. It is important to always cleanse twice and use good tension with your fingertips.
- 4 Rinse out with lots of water, making sure not to remove too much water and leaving the hair saturated in preparation for conditioning.



ORIGINAL - 15mL Sachet | 130mL | 450mL | 1 Litre
FRAGRANCE FREE - 15mL Sachet | 450mL

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.

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.

The Light Conditioner may be used in any or all of the following ways:

METHOD 1: Deep Conditioning

- 1 Following cleansing with Clever Curl Cleanser keep hair completely saturated with warm water.
- 2 Apply 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 technique such as; wet brush, roping, 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 to palms and distribute evenly through hair using your preferred technique such as; raking, praying hands.
- 2 For more accentuated curls gently scrunch hair to encourage stronger curls.
- 3 Leave in and let hair dry with your preferred technique such as; plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a curl gel before allowing the hair to dry.



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.

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.

The Rich Conditioner may be used in any or all of the following ways:

METHOD 1: Deep Conditioning

- 1 Following cleansing with Clever Curl Cleanser keep hair completely saturated with warm water.
- 2 Apply 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 technique such as; wet brush, roping, 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 to palms and distribute evenly through hair using your preferred technique such as; raking, praying hands.
- 2 For more accentuated curls gently scrunch hair to encourage stronger curls.
- 3 Leave in and let hair dry with your preferred technique such as; plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a curl gel before allowing the hair to dry.



ORIGINAL - 15mL Sachet | 130mL | 450mL | 1 Litre
FRAGRANCE FREE - 15mL Sachet | 450mL



Curl Treatment

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

The Curl Treatment may be used in either or both of the following ways:

METHOD 1: Deep Conditioning

- 1 Completely saturate hair with warm water.
- 2 Apply 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 technique such as; wet brush, roping, 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 to palms and distribute evenly through hair using your preferred technique such as; raking, praying hands.
- 2 For more accentuated curls gently scrunch hair to encourage stronger curls.
- 3 Leave in and let hair dry with your preferred technique such as; plopping, diffusing or air dry, OR for stronger curl definition and hold, apply a curl gel before allowing the hair to dry.



TIP: Can be applied for refreshing techniques

ORIGINAL - 15mL Sachet | 130mL | 450mL | 1 Litre
FRAGRANCE FREE - 15mL Sachet | 450mL

THIS PRODUCT IS NOT SUITABLE FOR CO-WASHING

Blonde Curl Treatment

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

Blonde Curl Treatment may be used in either or both of the following ways:

METHOD 1: Subtle toning results

- 1 Completely saturate hair with warm water.
- 2 Apply 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 personal techniques such as; wet brush, roping, squish to condish.
- 6 Rinse out thoroughly with lots of water.

Method 2: Maximum toning results

- 1 Completely saturate hair with warm water.
- 2 Apply 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 10 minutes.
- 5 Prior to rinsing product, apply preferred personal techniques such as; wet brush, roping, squish to condish.
- 6 Rinse out thoroughly with lots of water.



ORIGINAL - 15mL Sachet | 130mL | 450mL | 1 Litre

SAFE FOR COLOURED & NATURALLY BLONDE OR GREY HAIR . NOT SUITABLE AS A LEAVE-IN

Curl Wonderfoam

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

For Volume or Condition or Refresh

METHOD:

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



ORIGINAL - 100mL | 200mL
FRAGRANCE FREE - 200mL

TIP: Less is more! Be sure to start with one pump and add more if required

Curl Cream Leave-in

A curl cream that provides long lasting maximum moisture and beautiful definition with no hold. May be used as a Leave-in and/or for refresh. Suitable for all hair types.

The Curl Cream may be used in either or both of the following ways:

METHOD 1: Leave-in

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

METHOD 2: Refresh

- 1 Add a small amount of product to a water spray bottle. Add more if required.
- 2 Spray the mixture to desired parts of the hair to combat frizz.
- 3 Let curls dry with your preferred refreshing techniques



ORIGINAL - 15mL Sachet | 130mL | 450mL | 1 Litre
FRAGRANCE FREE - 15mL Sachet | 450mL



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.



ORIGINAL - 15mL Sachet | 130mL | 450mL | 1 Litre
FRAGRANCE FREE - 15mL Sachet | 450mL

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.

Both Curl Gels may be applied using the following method:

METHOD:

- 1 After your leave-in routine, apply to palms and distribute evenly using your preferred technique such as; raking, 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!

AUSTRALIAN MADE ~ CRUELTY FREE ~ SULFATE FREE ~ SILICONE FREE ~ SAFE FOR COLOURED HAIR

one



Celebrate the true meaning of Individuality.
Unity. Freedom to be.

one cleanser

Individuality is the capacity to express one's true, unique nature in action and in thought. It is the expression of one's truth, regardless of what others believe.

Honest, gender-neutral heart notes of pink sea-salt resting in a base of forest pine.

450mL

METHOD:

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





one conditioner

Individuality is the capacity to express one's true, unique nature in action and in thought. It is the expression of one's truth, regardless of what others believe.

Honest, gender-neutral heart notes of pink sea-salt resting in a base of forest pine.

450mL

METHOD 1:

- 1 Following cleansing with Clever Curl ONE Cleanser keep hair completely saturated with warm water.
- 2 Apply 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 technique such as; wet brush, roping, 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:

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

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.

Clever Curl One. Fearlessly you.

Accessories Now Available





Did you know you can Refill your Clever Curl products?

Clever Curl is part of the Ethical Brand Co range of high performance professional hair care products, brought to you by a passionate group of eco-conscious Australians. The team at Clever Curl are committed to reducing 'single use plastics' and the further impacts of importing plastics from overseas.

MADE FROM 100% RECYCLED MILK BOTTLES

As part of our eco-initiatives we have designed the Clever Curl packaging to have the smallest possible impact on the environment and remove the need to dispose of each bottle after use. We are thrilled to announce that after much research, testing and trialling, we are transitioning most of our plastic, refillable, Clever Curl bottles to 100% recycled land waste plastic. *Milk bottles to be exact!* We estimate that the majority of our packaging will be manufactured from 100% recycled plastic from early 2023.

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.

Salons that stock Clever Curl can offer you a refill from their basin bottles or a special refill station. Best of all, most salons will offer a reduced price when you refill your bottles which saves you money while you reduce the impact on the environment.

For a list of salons check our stockists page on our website and ask your nearest stockist if they offer Clever Curl refills and if not why not?

Your conscious decision will make a difference. Scan here to learn more.





CLEVER
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