

# Be Curly Advanced™

## GAME-CHANGING CURL AND COIL CARE

### Be Curly Advanced™









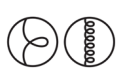




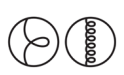
- 72-hour frizz protection, even in high humidity<sup>1</sup>
- 92%<sup>2</sup> or 85%<sup>3</sup> more hydration
- 3x stronger hair<sup>4</sup>
- Up to 2x more shine<sup>5</sup>
- 89% improvement in curl definition<sup>6</sup>



Scan QR code to view the Be Curly Advanced™ Artist Promo video.



## MEET THE FAMILY

In-Shower/Hair Care				Out-of-Shower/Hair Styling		
1 Cleanse	2 Condition			3 Prime	4 Style	
						
<b>Shampoo</b>	<b>Co-Wash</b>	<b>Conditioner</b>	<b>Intensive Curl Perfecting Masque</b>	<b>Curl Perfecting Primer</b>	<b>Curl Enhancer Cream</b>	<b>Coil Definer Gel</b>
Cleanses and removes product build-up without stripping	Instantly reduces frizz and increases hydration by 85% <sup>1</sup>	Instantly moisturizes and improves ease of detangling by 95% <sup>7</sup>	Smooths and conditions with 2x more shine <sup>8</sup>	Instantly reduces frizz by 87% <sup>1</sup> and protects from drying effects of the sun	Provides 72-hour frizz protection <sup>1</sup> and 92% more hydration <sup>7</sup>	Provides 72-hour frizz protection <sup>1</sup> and 2x more shine <sup>8</sup>
Hair Texture/Pattern						
Waves, curls and coils 2A-4C	Curls and coils 3A-4C	Waves, curls and coils 2A-4C	Waves, curls and coils 2A-4C	Waves, curls and coils 2A-4C	Waves and curls 2A-3C	Tight curls and coils 3C-4C
						

For more individual product information, refer to the Product Resource Guide available on Aveda PurePro.™

<sup>1</sup>Ex vivo testing on tresses. <sup>2</sup>Ex vivo testing on tresses treated with Be Curly Advanced™ Curl Enhancer Cream vs. untreated hair. <sup>3</sup>Ex vivo testing on tresses treated with Be Curly Advanced™ Co-Wash vs. untreated hair. <sup>4</sup>Ex vivo testing on tresses treated with Be Curly Advanced™ Shampoo, Conditioner, Curl Perfecting Primer and Curl Enhancer Cream vs. untreated hair. <sup>5</sup>Ex vivo testing on tresses treated with Be Curly Advanced™ Curl Enhancer Cream vs. unwashed hair or tresses treated with Be Curly Advanced™ Coil Definer Gel vs. unwashed hair. <sup>6</sup>Ex vivo testing on tresses treated with Be Curly Advanced™ Shampoo, Conditioner, Curl Perfecting Primer and Curl Enhancer Cream vs. untreated hair. <sup>7</sup>Ex vivo testing on tresses vs. untreated hair. <sup>8</sup>Ex vivo testing on tresses vs. unwashed hair.



# THE CONSULTATION AND PRODUCT SOLUTION

After determining the guest's texture, pattern, density, diameter and consistency, ask questions to discover guests' needs.

Start with these:

- How do you like to style your hair?  
**If the guest likes to style her hair in its natural texture, recommend Be Curly Advanced.™**
- What is your main concern with your hair?  
**If the guest mentions frizz, dryness, breakage, dullness or lack of definition, recommend Be Curly Advanced.™**



Introduce the concept of rotational therapy based on their secondary concern by recommending another hair care system to alternate with Be Curly Advanced™ or a daily leave-in/weekly masque:

For hydration and nutrition,  
recommend rotating between  
Be Curly Advanced™ and Nutriplenish.™

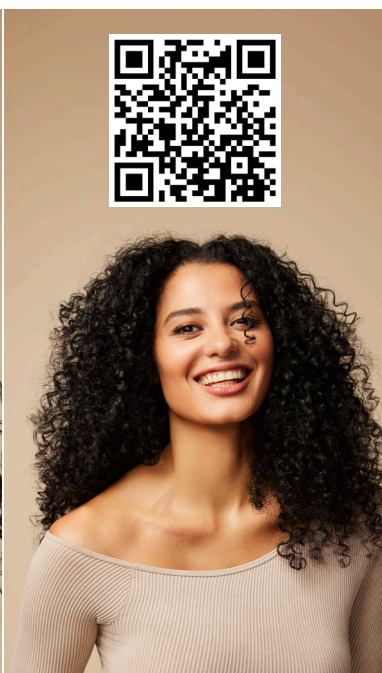
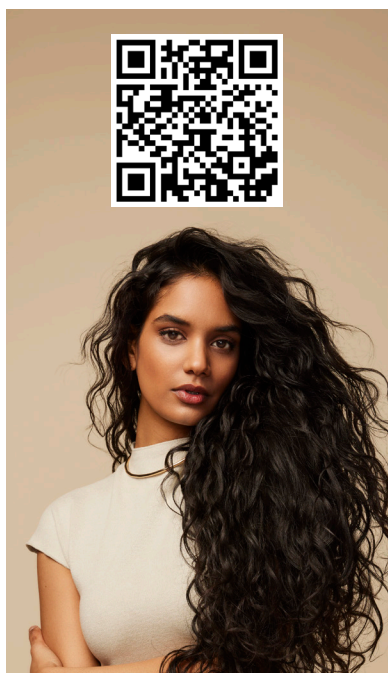
**Important distinction:** Be Curly Advanced™ and Nutriplenish™ both provide hydration benefits; however, Nutriplenish™ is ideal for wavy, curly and coily hair guests when wearing their hair in protective styles.

For bond building and repair,  
recommend rotating between  
Be Curly Advanced™ and Botanical Repair.™

**Important distinction:** Be Curly Advanced™ and Botanical Repair™ both provide strength benefits; however, Botanical Repair™ is formulated for guests whose hair is in need of damage repair and strength due to physical, chemical, thermal or environmental damage (e.g., brushing, color services, heat styling, UV exposure etc.). It does not address the inherent fragility of wavy, curly and coily hair the way Be Curly Advanced™ does.

## HELP GUESTS EXPERIENCE BE CURLY ADVANCED™

Scan each QR code to watch how to demonstrate Be Curly Advanced™ on (from left to right) strong wavy, strong curly, subtle coily and strong coily hair.



# MIGRATING TO BE CURLY ADVANCED™

If a guest is currently using Be Curly™, begin by sharing that Be Curly Advanced™ is formulated with a breakthrough technology for optimal curl health. Refer to the chart below to provide a product solution that migrates guests to Be Curly Advanced™.



If you used this:	Use this:
<b>Be Curly™ Shampoo</b>	<b>Be Curly Advanced™ Shampoo</b> <b>TIP:</b> Share that this product sets the foundation for a dependable finish. It cleanses hair without the stickiness and puts wavy, curly and coily hair in better condition from the beginning.
<b>Be Curly™ Co-Wash</b>	<b>Be Curly Advanced™ Co-Wash</b> <b>TIP:</b> Share that this product is a more gentle, in-between, cleansing conditioner formulated to be used between shampoos to avoid over-shampooing hair.
<b>Be Curly™ Conditioner</b>	<b>Be Curly Advanced™ Conditioner</b> <b>TIP:</b> When recommending this product to coily hair guests, share that some conditioner can be left on the hair to double as a leave-in treatment and help with manageability.
<b>Be Curly™ Intensive Detangling Masque</b>	<b>Be Curly Advanced™ Intensive Curl Perfecting Masque</b> <b>TIP:</b> When recommending this product to coily hair guests, share that they can use this product as a conditioner. To get even more out of it, recommend covering the hair with a plastic cap and either sitting under heat/steam or performing some light exercise, like housework, for 10 minutes.
<b>Be Curly™ Style-Prep™</b>	<b>Be Curly Advanced™ Curl Perfecting Primer</b> <b>TIP:</b> Share that every style should start with this product—a lightweight, liquid spray formulated for waves, curls and coils to instantly reduce frizz and control it throughout the day and prime it to receive additional styling products, which means they won't need to use as much styling product. Every style should begin with this product.
<b>Be Curly™ Curl Enhancer</b>	<b>Be Curly Advanced™ Curl Enhancer Cream</b> <b>TIP:</b> If a guest expresses concern about the new product not performing like the original Be Curly™ product, share that the product formula changed the least and that it is now silicone-free and features a vegan, curl-strengthening peptide and kokum seed butter.
	<b>Be Curly Advanced™ Coil Definer Gel</b> <b>TIP:</b> Recommend this product to all coily and strong curly hair guests. Share that it is a completely new product formulated specifically for them to provide the right amount of tackiness and hold to encourage clumping, which will give them the definition they want when styling their hair.
<b>Be Curly™ Curl Enhancing Hair Spray</b>	<b>Air Control™ Light Hold Hair Spray</b> and <b>Nutriplenish™ Multi-Use Hair Oil</b> <b>TIP:</b> If a guest expresses concern about losing Be Curly™ Curl Enhancing Hair Spray, share that at the moment, there is no direct, non-aerosol replacement; however, Aveda's texture experts recommend using a combination of this two products. The hair spray will provide the hold they want, and the oil will provide the shine.

Refer to the Product Resource Guide for product information.