

# AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

## NEW BE CURLY ADVANCED™ LAUNCHING 4/24

Experience up to 2x more shine<sup>1</sup>  
and 72-hour frizz protection  
in high humidity.<sup>2</sup>

Visit an Aveda store for a **free personalized hair consultation** with recommendations on how to create the perfect curly, coily, or wavy routine from our expert advisors.

<sup>1</sup>Ex vivo testing on tresses treated with curl enhancer cream or coil definer vs. unwashed hair.

<sup>2</sup>Ex vivo testing on tresses.



# BE CURLY ADVANCED™

## Game-changing curl and coil care

**AVEDA**  
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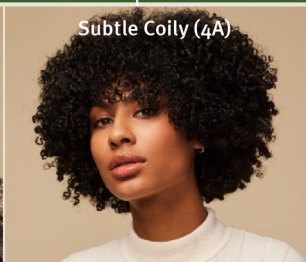
Strong Wavy (2C)



Strong Curly (3C)



Subtle Coily (4A)



Strong Coily (4C)



## MEET THE FAMILY

### In-Shower/Hair Care

### Out-of-Shower/Hair Styling

#### 1 Cleanse

#### 2 Condition

#### 3 Prime

#### 4 Style



#### Shampoo

Cleanses and removes product build-up without stripping

#### Co-Wash

Instantly reduces frizz and increases hydration by 85%<sup>1</sup>

#### Conditioner

Instantly moisturizes and improves ease of detangling by 95%<sup>2</sup>

#### Intensive Curl Perfecting Masque

Smooths and conditions with 2x more shine

#### Curl Perfecting Primer

Instantly reduces frizz by 87%<sup>3</sup> and protects from drying effects of the sun

#### Curl Enhancer Cream

Provides 72-hour frizz protection<sup>4</sup> and 92% more hydration<sup>5</sup>

#### Coil Definer Gel

Provides 72-hour frizz protection<sup>6</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



<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™ Shampoo, Conditioner, Curl Perfecting Primer and Curl Enhancer Cream vs. untreated hair.

<sup>4</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>5</sup>Ex vivo testing on tresses treated with Be Curly Advanced™ Shampoo, Conditioner, Curl Perfecting Primer and Curl Enhancer Cream vs. untreated hair.

<sup>6</sup>Ex vivo testing on tresses vs. untreated hair. <sup>8</sup>Ex vivo testing on tresses vs. unwashed hair.