



## **PRODUCT INFORMATION GUIDE**

This document contains detailed information about each product in your line. It is intended to be used in conjunction with your product images for use on your website, training your employees and creating additional marketing materials you may need to support your brand.

# CURL DEFINING CREAM

For Definition and Frizz Control  
With Jojoba Oil & Sunflower Seed Extract

## DESCRIPTION

This amplifying cream defines and separates while adding volume, shine and texture.  
Retains curl and reduces frizz for a radiant, touchable finish.

## DIRECTIONS

Work through towel-dried hair. Diffuse or let dry naturally.

## KEY INGREDIENTS

- Simmondsia Chinensis (Jojoba) Seed Oil - Deep penetrating oil that softens and conditions
- Helianthus Annuus (Sunflower) Extract - Naturally-derived UV protectant for hair to prevent color fading, while also conditioning hair and adding shine
- Polyquaternium-11 - Plant- derived polymer to add volume and help thicken hair

## INGREDIENTS

Water/Aqua/Eau, Cyclotetrasiloxane, Polyquaternium-37, Glycerin, VP/DMAPA Acrylates Copolymer, C12-15 Alkyl Benzoate, Propylene Glycol Dicaprylate/Dicaprate, Polyquaternium-11, Fragrance/Parfum, Simmondsia Chinensis (Jojoba) Seed Oil, Polysorbate 60, Cetearyl Alcohol, PPG-1 Trideceth-6, Butylene Glycol, Helianthus Annuus (Sunflower) Seed Extract, Methylisothiazolinone.