

# DevaCurl®

## BRAND FAQs

### 1. Why did DevaCurl® decide to rebrand?

DevaCurl® was born in the salon 25 years ago and our commitment to the curl community has been unwavering. However, we knew it was time to evolve and harness the power of new technology and innovations to meet consumers' changing needs.

For the past 25 years, our main focus has been on providing a moisture foundation to dry waves, curls and coils. But we know that consumers are expressing themselves in many different ways—color, braids, twists, blowouts and straightening. We call it **Curl Flexibility™**. And as a result, we enhanced our existing products and added new categories that can do more to meet their needs for healthy-looking waves, curls and coils.

### 2. What is Curl Flexibility™?

Curl Flexibility™ refers to the styling versatility of curly and natural hair.

What Curl Flexibility™ means to us: **Live your curls.** From natural texture to braids, twists, knots, or blowouts, our **Curl Flexibility™** formulas are **dermatologist co-developed** and **backed by science** to help maintain moisture and shine for healthy-looking curls. Curl Flexibility™ means you can maintain, style, protect or reset, so your curls can take on any shape to stand up to anything.

### 3. What has changed?

We renovated the existing portfolio of products by upgrading our formulas to improve product performance and customer experience. This ranges from elevated moisture, hold, toning, slip, detangling, protect and more. In addition, we expanded our categories to include products that help repair bonds and protect hair from future damage and products that are focused on the scalp to provide products that address all needs of the curly consumer.

### 4. What is changing in terms of packaging?

Our bottles are now iconic Deva green, wider for easier grip and color-coded by benefit category to help the consumer navigate our line. Plus, we've moved Melt Into Moisture® and Heaven In Hair® from jars to easy-to-use tubes and Heaven In Hair® 17.75 oz. to an airless pump. Both of these upgrades address any potential contamination concerns voiced by our consumers and professional stylists.

**5. Is DevaCurl® packaging made from recycled materials and/or recyclable?**

Yes! DevaCurl® is committed to being kind to the environment and the majority of our new bottles are made from 50% recycled ocean-bound plastic to minimize our eco-footprint. In addition, we have some bottles made from 50% as well as 35% recycled plastic. All tubes are made from 30% recycled post-consumer resin (PCR). Only the 17.75 oz. of Melt Into Moisture®, CurlBond™ Re-Coiling Treatment Mask and Heaven In Hair® are not made of recycled material but the bottles can be recycled after use. SuperMousse® and Flexible Hold Hairspray are also are not made of recycled material as they are aerosol aluminum cans but can also be recycled after use.

**6. Will my favorite products still give me the same results? Were there any formula changes?**

Yes! We have upgraded many of our formulas. These changes vary throughout the portfolio and depend on the particular product. However, overall, the performance of every product is the same as those you loved before but better. Here's how we've improved:

- Removed artificial dyes.
- Removed ingredients not necessary for formula performance, stability or aesthetic purposes.
- Streamlined our fragrance portfolio to a core set of sensorial fragrances that reinforce the benefit.
- The entire portfolio is vegan and cruelty-free.
- All of our products are always made without SLS/SLES sulfates, silicones and parabens and gluten.

For cleanse, condition and treatment products specifically:

- Better spreadability, detangling, combability, and rinseability to easily get through curls.
- We added chelating agents to our cleansers so that they have increased cleansing power, as well as a richer, denser foam.

**7. What are the new innovations and their technologies?**

All of our products, including these new main launches, are Dermatologist Co-Developed and Stylist Approved.

Our new Scalp & Hair Reset line, which is also Trichologist Co-Developed, formulated with a pH level for a healthy scalp and can be used during as well as after extensions or protective styles contains:

- **Scalp Detoxifying Complex** that gently removes scalp buildup; or
- **Scalp Re-Balancing Complex** that moisturizes dry scalp.

Our new CurlBond™ line, designed to repair and prevent damage contains:

- **Patented CurlBond™ Complex** re-coils damaged curls and works from the inside out to help re-link broken bonds, improve strength and protect from future damage. Maintains shine and leaves curls healthy-looking with enhanced definition.

Our new FlexFactor™ Curl Protection & Retention Primer, a part of our Prep & Protect line contains:

- **Curl Memory Complex** helps all curl types spring back to life and helps prevent damage from brushing, friction, manipulation, and heat up to 450 degrees.

## 8. Were the old formulas bad or harmful?

No, our old formulas were safe for use. However, we decided to better our formulas for increased efficacy and advanced technology. Here's what we confirmed based on independent scientific testing and analysis about our old formulas:

- Our products did not cause hair breakage because we never used ingredients that can break the internal bonds that make hair strong. Hair breakage can be caused by excessive heat, harsh chemical treatments, and even brushing and styling.
- Our products did not cause hair loss because they did not penetrate the scalp or affect the hair bulb. Hair loss is often related to excessive scalp irritation, medical conditions, or other stressors.
- Our products were proven to be non-irritating. Human Repeat Insult Patch Testing showed no skin irritation across all our products. Redness, itching, or a burning sensation on the scalp can be caused by different factors including allergies, chemical reactions, or build-up.

Our prior Dermatologist-Tested label confirmed that our products had been tested by a third-party lab to confirm that they did not cause irritation and the results were reviewed by an independent dermatologist. In addition to Human Repeat Insult Patch Tests, all of our new products are also Dermatologist Co-Developed and Stylist-Approved. All of these new formulas underwent a "Safety In Use Test" in which a board certified dermatologist assessed the potential for a product to elicit adverse reactions under normal use conditions. These tests are highly effective in helping determine product safety.

We also know how important ingredients are to you, so the label reiterates that our products are formulated without SLS/SLES sulfates, silicones, parabens and gluten.

And to continue and elevate our commitment to creating formulas that the curl community can trust, we established the DevaCurl® Expert Curl Council (ECC), a group of leading professionals in dermatology, trichology, psychology, and cosmetology. Their purpose is to

help educate our community on the science and psychology of curls, including curl and scalp health.

We work closely with our Expert Curl Council so that we can continue providing informed, expert advice to the curl community and grant them access to education and resources to address their top curl questions and concerns. We will continue to tap into their counsel and expertise in the future as well.

To help you feel as confident as we are in the safety of our products, we've created FactsAboutDevaCurl.com, a dedicated destination that includes:

- Detailed ingredient glossary
- Results of the testing we've done
- Past changes in our formulations
- More in-depth answers to questions we've heard from you

#### **9. Is the Deva 3-Step Transformation remaining the same?**

Yes! Our 3-Step Transformation is still an important part of the DevaCurl® approach to help you achieve your goals depending on your texture. As a reminder, it consists of Cleanse, Condition and Style in order to achieve amazing, defined waves, curls and coils. Feel free to layer and cocktail different products depending on your Curl Flexibility™ goals.

#### **10. How do I transition from curl type references (wavy, curly and super curly) into a way that speaks to curl texture and the level of moisture needed?**

First, it's important to know your curl texture to select the right products. When we say 'curl texture', we are referring to the thickness or width of the individual hair strand better known as fine, medium or coarse. That's because wavy, curly and super curly hair can be fine, medium or coarse. Keep in mind, texture is not the same as hair density, which is how much hair you have.

It's important to note that 'coarse' does not mean your hair is rough textured or difficult to style. Also, 'fine' does not mean limp or lifeless. These terms are scientific and technical used by stylists as well as dermatologists to describe texture.

Here's how to navigate your curl texture:

If you have fine texture...

- Not easy to see or feel between fingertips
- Tendency to appear thin
- Doesn't hold styles well

If you have medium texture...

- Visible and not difficult to feel between fingertips
- Tendency to appear full
- Holds styles fairly well

If you have coarse texture...

- Highly visible and easily felt between fingertips
- Tendency to appear very full
- Holds styles well

## 11. How can I select the right product for me?

Now that you know your curl texture (fine, medium or coarse), you can discover the products that will provide what your waves, curls and coils need. Are they dry, color-treated, damaged or tangle-prone? We have carefully curated product lines to suit all curl texture needs.

**Moisture:** Formulas with a moisture preserving blend to give your curls what they crave.

**Color Care:** Instant uniform toning that kicks brass to the curb.

**Scalp & Hair Reset:** Healthy-looking waves, curls and coils start at the scalp.

**Repair & Bond:** Recoils damaged curls, softens and works from the inside out to help re-link broken bonds, improve strength, seal split ends and protects from future damage.

**Prep & Protect:** Essentials to use before styling for detangling, moisture, or heat and UV protection.

**Define:** No-crunch gels and defining cream stylers to rock your natural texture or Curl Flexibility™.

**Volumize:** Body-enhancing formulas for when your waves, curls and coils need a lift.

**Refresh:** Style-extending formulas have your back between wash days.

**Finish:** Look-finishers and shine enhancers for the perfect finishing touch.

## 12. If I don't have waves, curls or coils, can I use DevaCurl® products?

DevaCurl® was created over 25 years ago for clients with curly and textured hair. DevaCurl® products can be used on straight hair, but, like other hair textures, you must ensure you are choosing the right products for your desired hair benefits. DevaCurl® products do not contain any active ingredients that will change the texture of your hair. They will not make straight hair have semi-permanent or permanent waves or curls.

**13. Can I use DevaCurl® products on kids as well?**

The products are not tear-free and have not been tested with children.

**14. How does the CurlBond Pro Boost™ Re-Coiling In Salon Treatment work and why do I need it?**

The CurlBond Pro Boost™ Re-Coiling In Salon Treatment is a treatment you can get exclusively in the salon. Your Deva stylist will use CurlBond Pro Boost™ Re-Coiling In Salon Treatment, which works in 5 minutes to help re-link broken bonds, strengthen hair and fight frizz.

The Patented CurlBond™ Complex recoils damaged curls, softens and works from the inside out to help re-link broken bonds, improve strength, seal split ends and protect from future damage. It leaves curls healthy-looking, strong and shiny.

This Complex was also shown to tame frizz for up to 50 washes and maintain the integrity of hair after a color service.

To find a Deva stylist near you, log on to [Devacurl.com](http://Devacurl.com) and use our stylist finder.

**15. Are these new products still curly girl method approved?**

While we still formulate to provide the best high-performing, efficacious products for curls that are without SLS/SLES sulfates, parabens, silicones and other curly no-no's, we do not strictly adhere to all limitations of the Curly Girl method so that curly clients can express the full versatility and flexibility of their curls. That's because there have been new advancements in ingredients and technologies since the Curly Girl method was created.

**16. Will professional sizes be available for this relaunch?**

Yes! We are offering backbar-sized products—from 16 oz. to 32 oz. depending on the particular SKU.

**CLEANSERS:**

- ✓ Low-Poo Delight® 32 oz.
- ✓ Low-Poo® Original 32 oz.
- ✓ No-Poo® Original 32 oz.
- ✓ No-Poo Decadence® 32 oz.
- ✓ CurlBond™ Re-Coiling Mild Lather Cleanser 32 oz.
- ✓ Buildup Buster® 32 oz.

**CONDITIONERS:**

- ✓ One Condition Delight® 32 oz.
- ✓ One Condition® Original 32 oz.
- ✓ One Condition Decadence® 32 oz.
- ✓ CurlBond™ Re-Coiling Cream Conditioner 32 oz.
- ✓ Heaven In Hair® 17.75 oz.

**PREP & PROTECT:**

- ✓ Plumping Primer (formerly known as B'Leave-In®) 16 oz.
- ✓ Wash Day Wonder® 32 oz.

**GELS:**

- ✓ Light Defining Gel 32 oz.
- ✓ Ultra Defining Gel 32 oz.
- ✓ Supreme Defining Gel (formerly known as Arc AnGel™ Gel) 32 oz.

**MASKS:**

- ✓ Melt Into Moisture® 17.75 oz.
- ✓ CurlBond® Re-Coiling Treatment Mask 17.75 oz.

We have also added extra-large 64 oz. salon-only offerings in our top-sellers. These 64 oz. bottles are made from 35% recycled post-consumer resin.

- ✓ No-Poo® Original 64 oz.
- ✓ One Condition® Original 64 oz.

**17. Are the prices changing?**

Yes, some prices are changing because the sizes of select products are changing.

- ✓ Heaven In Hair® is going from a 16 oz. jar, \$44, to a 17.75 oz. airless pump, \$48.
- ✓ Moisture Seal (formerly known as Set It Free®) is going from a 6 oz. spray, \$22, to an 8 oz. bottle, \$24.
- ✓ DevaFresh® is going from a 4.4 oz. spray, \$24, to a 3 oz travel friendly spray, \$20.