

The image features a solid green background with several thick, white, hand-drawn style swirls and loops on the left side. The text 'Form + Function...DevaCurl' is positioned in the center-right area of the image.

Form + Function...**DevaCurl**

Did you know...

over 65% of the population has naturally curly or wavy hair?

Welcome to the era of **DevaCurl**...

The curl truth and nothing but the truth.

An advanced hair care rescue system that respects hair's natural tendency to curl or wave. The only haircare line that treats the scalp and the hair separately.

Gentle 100% sulfate-free cleansers, great for all hair types.

Rejuvenating and balancing, gentle enough for color treated and permed hair.

Each product has it's own unique ingredients that enhance the overall quality of dehydrated hair.

no
stripping...

no
poo...

curluscious
curlicious
curlovely you...

DevaCurl Soul-Hair system

Depart from the ordinary

DevaCurl's Soul-Hair system is a curlicious blend of humectants and moisturizing ingredients that cleanse and re-hydrate your hair without the use of harsh chemicals.

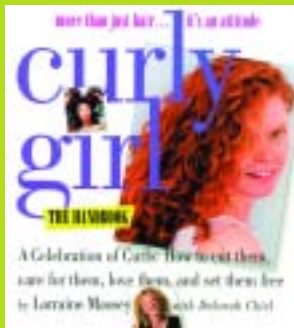
Reach new curly heights. The beautiful, healthy hair you deserve is just around the bend.

love me,
love my curls...

A happy marriage

Curly Girl (Workman, 2001) by Lorraine Massey is the quintessential guidebook to understanding and caring for your precious, priceless locks.

Curly Girl speaks to your inner curl about care, color, handling and more... You **can** live happily ever after with your curls.



Topics Include:

- Identifying the three curl types
- The care and handling of curls
- Color treated curls
- Homemade lotions & potions
- African American hair
- A celebration of curls
- Curly Girl confessions

Curl Tip: Use in combination with **DevaCurl** products.

DevaCurl Tips:

- Resist the temptation to use a blow dryer.
- Let hair dry naturally or use a diffuser.
- Never touch hair while it is drying.
- For more body, loosen curls from underneath, never from the surface where curls are most vulnerable.
- Multi-task with “Mist-er AnGéll.” Add a little • **AnGéll** to **Mist-er Right** to create your own • spray gel. A match made in heaven.
- Multi-task: There’s “One Mist-er Right” for you... • add a little **One Condition** to **Mist-er Right** to • create a leave in conditioner that won’t leave • you high and dry.
- Our most active ingredient is you!•
- Find your balance... •
- For thicker hair, use a bit more. •
- For shorter, finer hair use a bit less. •
- To become an advanced curly girl, read **Curly Girl** (Workman, 2001), the handbook for cutting and caring for curls.



Are your curls in the closet?

It's time to come out!

DevaCurl

...we give you the curl truth and nothing
but the truth.

Whether you're curly or straight, our 100% sulfate free cleansing system is dedicated to the pursuit of beautiful healthy hair and the restoration of your hair's natural order.

DevaCurl.

Rehydrate, rejuvenate, refresh... and remind your hair of what it really wants to be. Free your inner curl... the most active ingredient is you.



No-Poo™ Zero Lather Conditioning Cleanser PH 4.3

Delicate Cy-Curl... A gentle rescue for frizzy, unmanageable curls. Cleans and conditions very dry, damaged hair and scalp. Refreshingly scented with peppermint and turkish rose.

Curl Tip: Do Not Disturb... Curl rescue in progress!

Low-Poo™ Dirt-Agent 007 Days A week PH 7

Grime fighter... this low sudsing dirt-agent fights grime and oily build up without dehydrating. Scented with starfruit and mango. For all hair types.

Curl Tip: Apply **One Condition** to ends for maximum witness-ed protection.



One Condition Ultra Creamy Instant Conditioner PH 5

Super Rich... Keep curls shiny and manageable with this ultra-creamy super rich conditioner. Restores, hydrates, neutralizes odor and eliminates product residue. Scented with Lemon Grass. Use Daily. For all hair types.

Curl Tip: Apply after swimming to neutralize the effects of chlorine.

AnGéll Hyper-Angelic Conditioning Gel PH 6

Pure Heaven... De-frizz your halo with this clear, light-weight gel. Dissolves instantly when applied to wet hair, yet holds to form curls without feeling stiff or sticky.

Curl Tip: Multi-task with "Mist-er AnGéll". Add a little **AnGéll** to **Mist-er Right** to create your own spray gel. A match made in heaven.

Looking
for
**Mist-er
Right?**

Love 'em and leave-in...
Mist-er Right meets the curl next door.



Mist-er Right

Herbal Cleansing Tonic Spray PH 5

Hair Freshener... This lavender based tonic helps revitalize even the most delicate, tired curls. Renew... refresh... rejuvenate...relax... with **Mist-er Right**, a spa treatment for curls.

Curl Tip: Pick me up! Anywhere, anytime... A **Mist-er Right** quickie refreshes tired skin and scalp. Take **Mist-er Right** to bed with you! Spray on pillows and linens.

Multi-task: There's "One Mist-er Right" for you... add a little **One Condition** to **Mist-er Right** to create a leave in conditioner that won't leave you high and dry.

Manufactured exclusively for DevaConcepts New York, NY 10012 1.877.DEVAI23

DevaCurl Navigator Your pilot through our Soul-Hair system

No-Poo™ Zero Lather Conditioning Cleanser

(For dehydrated hair and scalp and chemically treated hair.) Wet hair thoroughly. Apply **No-Poo™** to fingertips and massage into scalp for 2-5 minutes. Rinse. For further hydration, work **One Condition** into the ends of hair using your fingers. Rinse.

Low-Poo™ Dirt-Agent 007 Days A Week

(For normal to oily scalp, dry ends, and chemically treated hair.) Wet hair thoroughly. First, apply a golf ball size amount of **One Condition** to ends to protect and hydrate. Then, apply **Low-Poo™** to scalp only, using a massaging motion with your fingertips. This breaks up product build-up and dirt particles. Rinse.

One Condition Ultra Creamy Instant Conditioner

(For all hair types.) Squeeze excess water from hair. Starting at the ends of hair, evenly distribute **One Condition** using your fingers. (Amounts may vary depending on length and dehydration level.) Rinse. For severely dehydrated hair, leave some in.

The drying process

Leaning forward, gently cup your hair loosely in a towel. Scrunch upward toward the scalp and gently blot excess water. Do this until hair no longer drips.

AnGéll Hyper-Angelic Conditioning Gel

(For all hair types.) Based on hair length and density, squeeze an appropriate amount of **AnGéll** into the palms of your hands. Leaning forward, evenly distribute **AnGéll** throughout your hair in an upward scrunching motion. Then, slowly raise your head to an upright position and gently shake your hair allowing your curls to fall naturally. Once the curls are completely dry, gently scrunch hair again to loosen the cast created by the **AnGéll**.

*If your frizz factor is high, take an additional quarter size amount of **AnGéll** and rub in the palms of your hands. Lightly graze the top layer of frizz in a downward motion.

Mist-er Right Herbal Cleansing Tonic Spray

A second day re-activator with lavender essence, simply spray **Mist-er Right** on the scalp and ends to revitalize your curls from the day before.

Curly Q's:

How does No-Poo™ cleanse without lather?

Motion cleans hair, not lather. If things are not moved around, they become stagnant and build up. The peppermint in **No-Poo™** acts as a local antiseptic. Massaging the product into your scalp actually improves blood circulation. This feeds the hair follicle keeping the strands stronger, smoother, and less frayed.

How often should I use No-Poo™ and One Condition?

If your hair is extremely dry, use **No-Poo™** once a week and use **One Condition** daily. As your hair recovers its moisture you'll find that you'll need to use less of these products. If you are already recovered, use **No-Poo™** once every 2 to 3 weeks and use **One Condition** as your hair needs it.

If you have coarse hair do not rinse out the **One Condition**. Leave it in and apply **AnGéll** right over the **One Condition**. Think of your hair like skin - if your skin is dry, you apply a moisturizer and leave it on.

If your hair feels heavy after using **One Condition**, cut back on the amount you use.

Should I be using No-Poo or Low-Poo™?

If you have dry hair and dry scalp we recommend **No-Poo™**. The curlier you are the dryer your hair and scalp tend to be. If you have dry hair and normal to oily scalp, we recommend **Low-Poo™**. Wavy and straight tend to have oily scalp and dry hair. Be aware that residue from other products might be making your hair feel like it's oily.

Everybody's hair is different. How often and how much **DevaCurl** product you use depends on your hair's need. So get to know your curls. Love and nurture them. You'll be able to answer many of your own questions by understanding your own hair.

Remember: the most active ingredient is you!

DevaColor Navigator

Cleansing, hydration and color enhancing system for natural, color treated, and chemically processed hair.

DevaColor No-Poo™ Zero Lather Conditioning Cleanser

(For dehydrated hair and scalp.) Wet hair thoroughly. Squeeze excess water from hair. Starting at ends, work **DevaColor No-Poo™** toward the scalp in a circular massaging motion to deposit color evenly. For more vibrant color, leave on 3-5 minutes. Rinse. Follow with **DevaColor One Condition** for added moisture and color deposit. Repeat if necessary.

DevaColor Low-Poo™ Color Agent 007 Days a Week

(For normal to oily scalp.) Wet hair thoroughly. Squeeze excess water from hair. Starting at ends, work **DevaColor Low-Poo™** toward the scalp in a circular massaging motion to deposit color evenly. For more vibrant color, leave on 3-5 minutes. Rinse. Follow with **DevaColor One Condition** for added moisture and color deposit. Repeat if necessary.

DevaColor One Condition Ultra Creamy Instant Conditioner

(For all hair types.) Squeeze excess water from hair. Starting at ends, work **DevaColor One Condition** toward the scalp. Avoid putting conditioner directly on the scalp, unless it is severely dehydrated. Rinse.

The drying process

Leaning forward, gently cup your hair loosely in a towel. Scrunch upward toward the scalp and gently blot excess water. Do this until hair no longer drips.

Follow up with DevaCurl's Angell and Mist-er Right.



Color Q's

Why should I use DevaColor?

If you color your hair, you may have noticed that hair color fades over time. Using harsh detergents (like the ones commonly found in conventional shampoo) strip color from the hair at a very rapid pace. Additional use of various styling products can also cause the hair to look dull and feel dehydrated. **DevaColor** is 100% sulfate free. It enhances your color while maintaining the necessary hydration level for beautiful, healthy hair!

If I'm already using DevaCurl, can I also use DevaColor?

Yes. While **DevaCurl** was specifically designed as a cleansing and hydration system for dry, damaged hair, **DevaColor** provides an additional benefit for those who are looking to maintain their level of hydration as well as balance their existing or newly created color.

When do I use DevaColor?

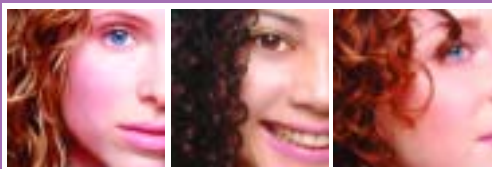
DevaColor and **DevaCurl** should be used interchangeably. If hydration is your priority, use **DevaCurl**. If hydration with color retention is your priority, use **DevaColor** and then alternate with **DevaCurl** every other time you cleanse and/or condition.

Could I just use DevaColor if it maintains color and hydration simultaneously?

Maintaining color and hydration is a balancing act. We recommend alternating between **DevaColor** and **DevaCurl** for the best results.

When would it be advantageous to “repeat as necessary” the process of cleansing and conditioning using DevaColor?

If you find that your hair is in need of extra hydration and additional color deposit, then repeat the cleansing and/or conditioning process.



calling
all
blondes

DevaBlonde

Photography by ©Johnny Miller



DevaBlonde No-Poo™

Zero Lather Conditioning Cleanser

Non-brassy, zero-lather color-balancing cleanser that conditions while restoring color and moisture. For very dry, damaged scalp and hair.

DevaBlonde Low-Poo™

Color-Agent 007 Days A Week

Non-brassy, low-sudsing color-balancing cleanser restores color and eliminates oily build-up without dehydrating. Gentle enough to use daily.

DevaBlonde One Condition

Ultra Creamy Instant Conditioner

Have more fun with your DevaBlonde, non-brassy, super rich moisturizing instant conditioner. For all hair types.



Photo: Michael Weinstein

A stylized illustration of a woman with short, spiky red hair, large hoop earrings, and a red halter-neck dress. She is looking slightly to the right with a gentle smile. Her right hand is raised to her chin, and her left hand is resting on her lap. The background is a solid light orange color.

sac**red**
love

DevaRed
for red and auburn tones

Photography by ©Johnny Miller



DevaRed No-Poo™

Zero Lather Color Conditioning Cleanser

Fall in love...with this zero lather color enhancing cleanser for natural, color treated, and chemically processed hair. For very dry, damaged scalp and hair.

DevaRed Low-Poo™

Color Agent 007 Days A Week

Love is in the hair...with this low-sudsing, color enhancing cleanser for natural, color treated, and chemically processed hair. Eliminates oily build up without dehydrating.

DevaRed One Condition

Ultra Creamy Instant Color Conditioner

All you need is Love...with this super rich color enhancing conditioner. For all hair types.

Photo: Michael Weinstein





chocolate
lust

DevaBrown

for chocolate, caramel, and espresso tones

Photography by ©Johnny Miller



DevaBrown No-Poo™

Zero Lather Color Conditioning Cleanser

Truly decadent...zero lather color enhancing cleanser for natural, color treated, and chemically processed hair. For very dry, damaged scalp and hair.

DevaBrown Low-Poo™

Color Agent 007 Days A Week

Indulge your hair...with this low-sudsing, color enhancing cleanser for natural, color treated, and chemically processed hair. Eliminates oily build up without dehydrating.

DevaBrown One Condition

Ultra Creamy Instant Color Conditioner

This super rich color enhancing conditioner is the chocolate icing for all hair types.

Photo: Michael Weinstein

