

JOICO
the joi of healthy hair



PETA APPROVED

Vegan | Global Animal Test Policy

NEW!

CURLS LIKE US™

for all curl types



EMBRACE THE JOI OF HEALTHY- LOOKING CURLS

Introducing a joi-ful wave of styling that embraces and enhances every unique twist and twirl. **CURLS LIKE US**—formulated with **Algae Oil** and **Moringa Seed Oil**—empowers you to showcase your curls in all their glory. Paired with our stylist-tested techniques, this curl-enhancing trio helps simplify your daily styling routine.

Here's Why You'll Love It...

With **CURLS LIKE US**, you don't just style your curls—you celebrate them. Experience styling that:

- Helps define curls and reduce frizz
- Helps promote healthy-looking curls
- Leaves hair feeling hydrated



SMOOTH & BOUNCE

Curl Hydrating Foam

Ready to bounce? Spring into action with **CURLS LIKE US Smooth & Bounce**. This delightfully airy foam enhances your curl pattern with a lightweight hold, creating a 3-day shield of protection against humidity and frizz*.

- Leaves hair feeling hydrated and looking bouncy
- Reduces frizz and locks out humidity for 72 hours*
- Provides lightweight hold
- Enhances curl pattern

Directions:

Shake bottle well. Pump foam into hands. Scrunch, rake, smooth, or pulse foam throughout soaking wet* curls. Follow with your favorite **CURLS LIKE US** stylers and allow hair to air-dry or style with a diffuser.

*How wet is “soaking wet”?

You should hear a squishing noise as you pulse or scrunch into your hair.



Let's take it further

For additional moisture, enhanced curl pattern, and resistance against humidity, incorporate this foam into your regular styling routine.

HYDRATE & DEFINE

Curl Crème Styler

Looking for a styler that delivers touchable definition, thermal protection, and reduced frizz all in one fell swoop? That's what you get with **CURLS LIKE US Hydrate & Define**—the curl-enhancing styling crème that gently coaxes curls and coils into soft, resilient clumps that are resistant to breakage*.

- Leaves curls feeling hydrated and looking healthy
- Strengthens hair and reduces breakage by 88.77%*
- Shields from thermal damage up to 450°F/232°C
- Provides lightweight, flexible hold—no stiffness, no tackiness, no weigh-down
- Enhances curl pattern

Directions:

Apply to soaking wet hair. Allow to air-dry or style with a diffuser.

Let's take it further

Rake the cream through soaking wet* hair. If you have thick or denser curl texture, consider applying the cream in sections for even distribution. Styling on soaking wet hair will help to reduce frizz and prevent stringy curl clumps. To achieve bouncy and smooth clumps, separate your hair into sections and

brush, comb, or rake through. Once the section is smooth and detangled, hold it near the roots and gently shake to encourage the natural curl pattern to form. Gently pulse the formed curl to support curl definition. For added hold, follow with our **Define & Seal** Curl Defining Gelée.



* Against combing breakage on damaged hair vs. a non-conditioning shampoo

DEFINE & SEAL

Curl Defining Gelée

Don't let frizz frazzle you! Keep your curls in formation with **CURLS LIKE US Define & Seal**, the medium-hold gelée that won't flake on you. Our buildable formula improves curl definition and creates a cast, sealing in much-needed moisture while also locking out humidity for 72 hours*.

- Reduces frizz and locks out humidity for 72 hours*
- Seals in moisture
- Buildable medium hold won't weigh down curls
- Improves definition of your curls
- Heat protection up to 450°F/ 232°C

Directions:

Apply to wet hair. Allow to air-dry naturally or style with a diffuser. Once dry, scrunch curls to break the cast.

Let's take it further

Apply product using the praying hands or glazing technique. To remove excess moisture and help create a better cast, before you apply the gelée, you can plop or microplop with a cotton t-shirt or microfiber towel. Air-dry or follow with a diffuser.



PRO TIP:

Hover over curls with a diffuser to help set the cast. For added volume, diffuse upside down or side to side. Once hair is completely dry, apply an oil, such as **K-PAK Color Therapy Luster Lock Glossing Oil**, to break the cast and add shine.

* vs. untreated hair at high-humidity conditions

CURLS LIKE US™



HAIR: Jeannetta Walker-Rodgers, Joico Global Technical Director
SMOOTH & BOUNCE Curl Hydrating Foam
DEFINE & SEAL Curl Defining Gelée

Get the Look: Soft, Springy Coils

- Step 1:** Detangle wet hair with **Smooth & Bounce Curl Hydrating Foam** using the raking technique.
- Step 2:** Layer on **Define & Seal Curl Defining Gelée** using the praying hands and pulsing techniques.
- Step 3:** Dry hair completely with a hooded dryer.
- Step 4:** Scrunch out the crunch for extra volume.



HAIR: Mai Hernandez, Joico Artistic Educator and Content Creator
SMOOTH & BOUNCE Curl Hydrating Foam
HYDRATE & DEFINE Curl Crème Styler

Get the Look: Glam, Glossy Spirals

- Step 1:** Apply **Smooth & Bounce Curl Hydrating Foam** to wet hair and distribute from scalp to ends using the raking technique.
- Step 2:** Layer on **Hydrate & Define Curl Crème Styler** while finger-coiling strands.
- Step 3:** Diffuse hair using the scrunching technique until dry.
- Step 4:** Scrunch out the crunch for extra volume.

CURLS LIKE US™

BENEFIT USAGE	SILICONE FREE	FRIZZ PROTECTION	VOLUME	STRENGTH	HUMIDITY PROTECTION	UP TO 450°F (232°C) HEAT PROTECTION	PETA APPROVED Vegan Global Animal Test Policy	PARABEN FREE	FREE OF SLS/SLES SURFACERS	MINERAL OIL FREE	COLOR-SAFE	GLUTEN FREE
SMOOTH & BOUNCE Curl Hydrating Foam	●	●	●		●		●	●	●	●	●	●
HYDRATE & DEFINE Curl Crème Styler	●	●	●	●		●	●	●	●	●	●	●
DEFINE & SEAL Curl Defining Gelée	●	●	●		●	●	●	●	●	●	●	●

CURL TYPES	3A	3B	3C	4A	4B	4C
<p>Ideal for curls that need hydration and definition</p>						

Let's Look Inside

Formulated with Algae Oil, Moringa Seed Oil, and Vegan Protein, **CURLS LIKE US** enhances your curls and promotes healthy-looking locks without the use of silicones.

Algae Oil, a bio-based oil derived from microalgae, is a source of omega 9.

Moringa Seed Oil is a natural source of antioxidants, vitamins A and E, zinc, and silica.

Vegan Protein, a vegan form of protein made from pea and vegetable proteins, mimics the protein found naturally in hair.

Fragrance Notes:

Top: Yuzo, Blood Orange, Tangelo

Mid: Peach, Pink Peony, Wisteria Petals

Dry: Creamy Sandalwood, Teakwood, Warm Amber

FAQs

Q: Which haircare regimen should I use before using CURLS LIKE US?

A: It depends on the needs of your hair. If hydration is needed, HydraSplash or Moisture Recovery are ideal. If damage is the primary concern, you can choose Defy Damage or your favorite Joico collection based on the benefit you desire.

Q: Can I mix CURLS LIKE US products?

A: Products can be **layered one at a time** based on desired benefits.

Q: Do these products offer heat protection?

A: Our Hydrate & Define Curl Crème Styler and Define & Seal Curl Defining Gelée both provide thermal protection.

Q: What are the curl patterns that can use this collection?

A: These products are designed to help enhance hydration and definition for all curl types, from wavy to coily.

Q: Can I use these products on dry hair?

A: Yes, you can lightly mist or re-wet the hair and reapply your favorite product.

Q: What other products can I use after using the curl collection if I need a strong hold?

A: Joico's Power Spray Fast-Dry Finishing Spray, Flip Turn Volumizing Finishing Spray, and JoiWhip Firm Hold Design Foam are ideal when more hold is desired.

Q: What product can I use for humidity protection?

A: Smooth & Bounce Curl Hydrating Foam and Define & Seal Curl Defining Gelée provide up to 72-hour humidity resistance. Joico Humidity Blocker+ Finishing Spray is also a good finisher for added humidity protection.

Q: How do I control frizz without losing volume?

A: Hydration is key to preventing unwanted curl expansion. Using HydraSplash or Moisture Recovery haircare regimens is a good start. Hydrate & Define Curl Crème Styler helps with hydration and definition. Smooth

& Bounce Curl Hydrating Foam helps add bounce to curls. The amount of product you use determines how much weight you add to the hair. There are also application and drying techniques that help create more volume.

Q: How do I achieve curl definition without crunchiness?

A: Our Hydrate & Define Curl Crème Styler helps define curls without a stiff or crunchy feel.

Q: When should I use a gel vs. a crème?

A: If you want to create a cast for your curls, use our Define & Seal Curl Defining Gelée. If you want definition and softness, Hydrate & Define Curl Crème Styler is ideal.

Q: What is the recommended product (s) for a twist-out technique?

A: CURLS LIKE US Smooth & Bounce Curl Hydrating Foam and/or Hydrate & Define Crème Styler are ideal for this look. The products are workable, delivering hydration and lightweight hold. ***PRO TIP:** You can use Define & Seal Curl Defining Gelée to seal or finish a twist but be mindful of the amount of product you use to avoid flaking. Use crème or oil to break the cast and add shine.

Q: What is the hold level on the stylers?

A: Smooth & Bounce Curl Hydrating Foam and Hydrate & Define Curl Crème Styler both have lightweight hold. Define & Seal Curl Defining Gelée is a medium hold level.

Q: What is the difference in hold between JoiGel Medium (hold level 4 out of 10) and JoiGel Firm (hold level 8 out of 10) vs. Define & Seal Curl Defining Gelée?

A: Define & Seal Curl Defining Gelée's hold level is in between JoiGel Medium and JoiGel Firm.

Q: What is the difference between the old Curl Confidence Defining Crème and CURLS LIKE US Hydrate & Define Crème Styler?

A: CURLS LIKE US Hydrate & Define Crème Styler features increased polymers to support curl memory.

CURL CARE 101 MEET YOUR JOICO MATCH

HYDRA SPLASH®

When fine to medium curls gets thirsty, quench their thirst with **HydraSplash**.



MOISTURE RECOVERY™

When working with thick/coarse curls that need a tall drink of moisture replenishment, **Moisture Recovery** is the answer.



DEFY DAMAGE®

When your curls look dry, dull, and lackluster, turn to **Defy Damage** to protect and strengthen hair bonds.



K-PAK® / K-PAK® COLOR THERAPY

When your damaged curls need a hero, let **K-PAK** repair years of visible damage and fight future breakage at the same time. When color-treated curls need TLC, **K-PAK Color Therapy** locks in vibrancy and repairs damaged hair in one powerful punch.

