

JOICO

the **joi** of healthy hair

CURL CONFIDENCE

DEFINING CRÈME



Celebrate your texture with **CURL CONFIDENCE** Defining Crème—a frizz-busting boost of shine, hydration, and movement that beautifully defines every wave, curl, twist, and ringlet on your head. Putting old-school crunchy stiffness in the rearview, this texture wizard will have your curls bouncing with joi.

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

- Defines & enhances natural curl/texture
- Reduces frizz
- Hydrates hair
- Boosts shine
- No sticky or crunchy feel
- Gluten-free
- Paraben-free

Now Let's Use It...

Give your curls a whirl by embracing your texture with a styler that delivers a soft touch and definition.

Directions:

Apply to damp hair. Air-dry or blow-dry with a diffuser.

Let's Look Inside



Vegan Protein

A vegan protein made from pea and vegetable proteins.



Moringa Seed Oil

A rich source of antioxidants, Vitamins A and E, Zinc, and Silica.

FAQ

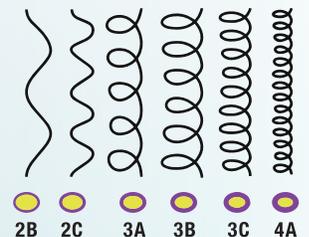
Q: Can Curl Confidence be used on dry hair?

A: We recommend applying Curl Confidence to damp hair, then air-drying or blow-drying hair using a diffuser attachment.

Q: Is this product good for all curl/textured hair types?

A: Curl Confidence works best on those with wavy to light coils or curls: types 2B, 2C, 3A, 3B, 3C, and 4A.

CURL TYPE	DESCRIPTION
2B	Soft wave
2C	Wavy
3A	Slight C-pattern
3B	Loose C-pattern
3C	Defined C-pattern
4A	Strong C-pattern



Q: Does Curl Confidence have a hold level?

A: Curl Confidence does not contain traditional fixative ingredients that can leave hair feeling “set”.