

Hey Devas!  
When we say “curls”, we now mean waves, curls and coils whether they’re fine, medium or coarse. Discover the products perfect for your curl texture needs.

MOISTURE

For Dry, Fine Curls



**Low-Poo Delight®**  
Mild Lather Cleanser  
For Lightweight Moisture

If you have dry, fine curls, this low-lathering cleanser with a lightweight moisture preserving blend will leave them soft, defined and bouncy.



**One Condition Delight®**  
Lightweight Cream Conditioner

If you have dry, fine curls, this lightweight cream conditioner with a moisture preserving blend hydrates to help fight tangles, control frizz and leave curls feeling soft and defined.

For Dry, Medium To Coarse Curls



**Low-Poo® Original**  
Mild Lather Cleanser For Rich Moisture

If you have dry, medium to coarse curls, this low-lathering cleanser with a rich moisture preserving blend leaves them shiny, bouncy and hydrated.



**No-Poo® Original**  
Zero Lather Cleanser For Rich Moisture

Our original, best-selling cleanser! If you have dry, medium to coarse curls, this non-lathering cleanser with a rich moisture preserving blend will leave them shiny, bouncy and hydrated.



**One Condition® Original**  
Rich Cream Conditioner

If you have dry, medium to coarse curls, this rich cream conditioner with a moisture preserving blend hydrates to help fight tangles, control frizz and leave curls feeling nourished, soft and bouncy.



**Heaven In Hair®**  
Moisturizing Deep Conditioner

Feels like heaven. This deep conditioner with a moisture preserving blend eases detangling and provides dry curls with hydration, definition, bounce, frizz control and shine.

For Dry, Coarse Curls




**No-Poo Decadence®**  
Zero Lather Cleanser  
For Ultra-Rich Moisture

If you have dry, coarse curls, this non-lathering cleanser with an ultra-rich moisture preserving blend leaves them nourished, bouncy and shiny.



**One Condition Decadence®**  
Ultra-Rich Cream Conditioner


If you have dry, coarse curls, this ultra-rich cream conditioner with a moisture preserving blend helps fight tangles, control frizz and leave curls feeling nourished, soft and bouncy.



**Leave-In Decadence®**  
Moisturizing Leave-in Conditioner

This quick-absorbing, leave-in conditioner with a moisture preserving blend quenches dry, coarse curls leaving them nourished and soft with frizz control and shine.

For All Curls



**Melt Into Moisture®**  
Treatment Mask

Melt on our ultra-rich conditioning mask. This treatment with a rich moisture preserving blend eases detangling, reduces frizz and nourishes dry curls without weighing them down. Leaves curls silky-soft and shiny.

REPAIR & BOND



**CurlBond™** New  
Re-Coiling Mild Lather Cleanser

Fight damage. This low-lathering cleanser with the **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.

**For Damaged Curls**



**CurlBond™** New  
Re-Coiling Cream Conditioner

Fight damage. This creamy conditioner with the **Patented CurlBond Complex** re-coils damaged curls, softens, detangles, and works from the inside out to help re-link broken bonds, improve strength, seal split ends and protect from future damage. Leaves curls healthy-looking and defined with frizz control and shine.

**For Damaged Curls**



**CurlBond™** New  
Re-Coiling Treatment Mask

Deeply nourish and fight damage. This rich, reparative mask with the **Patented CurlBond Complex** re-coils damaged curls, conditions, and works from the inside out to help re-link broken bonds, improve strength, seal split ends and protect from future damage. Leaves curls healthy-looking, manageable, smooth and shiny.

**For Damaged Curls**



**Curlbond Pro Boost™** New  
Re-Coiling In-Salon Treatment

**For Professional Distribution Only.** Tame frizz for up to 50 washes and maintain the integrity of hair after a color service. In 5 minutes, this concentrated treatment with the Patented CurlBond™ Complex re-coils 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. Leaves curls healthy-looking, strong and shiny.

**For Damaged Curls**

DEFINE



**Light Defining Gel**  
Soft Hold No-Crunch Styler

Definition without the crunch. This non-flaking formula with a curl-locking blend provides a non-sticky curl cast that enhances shape, fights frizz, and amplifies shine and bounce.

**For All Curls**  
Hold Level ☒ ☐ ☐



**Ultra Defining Gel**  
Strong Hold No-Crunch Styler

Definition without the crunch. This non-flaking formula with a strong curl-locking blend provides a non-sticky curl cast that defines, fights frizz, and amplifies shine and bounce.

**For All Curls**  
Hold Level ☐ ☒ ☐



**Supreme Defining Gel (formerly Arc AnGEL® Gel)**  
Super-Strong Hold No-Crunch Styler

Definition without the crunch. This non-flaking formula with our strongest curl-locking blend provides a non-sticky curl cast that defines, fights frizz, and amplifies shine and bounce.

**For All Curls**  
Hold Level ☐ ☒ ☒



**Defining Spray Gel (formerly The Curl Maker™)**  
Strong Hold No-Crunch Styler

Need a texture boost? This non-flaking formula with a strong curl-locking blend provides definition to enhance your natural texture.

**For All Curls**  
Hold Level ☐ ☒ ☐



**Wave Maker™**  
Lightweight Moisturizing Definer

Make waves or curls even more gorgeous. This lightweight cream with a hydra-definition blend provides fine curls with shape and frizz control.

**For Fine Curls**



**Styling Cream**  
Touchable Moisturizing Definer

Get totally touchable style. This rich cream with a hydra-definition blend provides medium to coarse curls with shape, frizz control and a no-crunch finish.

**For Medium To Coarse Curls**



**SuperCream™**  
Rich Coconut-Infused Definer

Meet our superhero styler. This multitasking, ultra-rich cream with a hydra-definition blend provides coarse curls with smoothness, shape, shine and frizz control.

**For Coarse Curls**



**DevaFresh®**  
Scalp & Hair Revitalizer

Style-extending spray with the **Time-Released Freshness Complex** maintains moisture, reduces frizz, and provides 48-hour odor control and a cooling scalp sensation.

**For Dry, Medium To Coarse Curls**


SCALP & HAIR RESET



**Buildup Buster®**  
Gentle Clarifying Cleanser

Make a fresh start. This non-stripping cleanser with the **Clarifying Complex** helps remove product buildup on all curl types.

**For All Curls**



**Scalp D(pH)ense™** New  
Daily Nourishing & Protecting Serum

Trichologist co-developed and formulated with a pH level for a healthy scalp, this non-oily, nourishing serum with the **Scalp Re-Balancing Complex** moisturizes dry scalp. Can also be used while wearing extensions or protective styles.

**For Dry Scalp**



**Scalp Puri(pH)y™** New  
Easy-Rinse Exfoliating Spray

Trichologist co-developed and formulated with a pH level for a healthy scalp, this liquid exfoliator with the **Scalp Detoxifying Complex** gently removes scalp buildup. Can also be used after extensions or protective styles.

**For All Scalp Types**

VOLUMIZE



**Frizz-Fighting Volumizing Foam**  
Lightweight Body Booster

Give your curls a body boost! This lightweight foam with the **Airy Volume Complex** provides curls with fullness, touchable definition and frizz control, plus humidity resistance for up to 48 hours!

**For All Curls**



**SuperMousse®**  
Coconut Oil Infused Volumizer

Go really big. This coconut oil infused mousse with the **VolumiCurl Complex** gives curls day 3 volume on day 1 with enhanced bounce, shine and a soft, no-crunch finish. Humidity-resistant formula reduces frizz and flyaways too.

**For Medium To Coarse Curls**

FINISH



**High Shine®**  
Anti-Frizz Nourishing Oil

Nourishing frizz-reducing oil maintains moisture and provides UV protection and shine.


**For Medium To Coarse Curls**



**Moisture Seal (formerly Set It Free®)**  
Hydrating Finishing Spray

A finishing touch of moisture. This lightweight formula with a moisture-locking blend brings much-needed hydration to dry curls helping to fight frizz and provide softness and shine.

**For Dry Curls**




**Flexible Hold Hairspray**  
No-Crunch Finishing Styler

Stay-put style with flexibility. Wind and humidity-resistant spray gives you flexible hold, frizz control and shine.

**For All Curls**

PREP & PROTECT



**FlexFactor™** New  
Curl Protection & Retention Primer

Flex your style from blowouts to braids to twist outs and back to your natural texture—while reducing damage by up to 55%! This heat and UV protective spray with the **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.

**For All Curls**



**Plumping Primer (formerly B'Leave In®)**  
Body-Building Gelée

Plump it up. This lightweight gelée with an **Amino Acid Complex** for healthy-looking curls primes with a boost of fullness, moisture and shine. Use as a foundation to layer additional stylers.

**For All Curls**




**Wash Day Wonder®**  
Time-Saving Slip Detangler

Cut your detangling time! This slip-enhancing formula with the **Tangle-Release Complex** melts away tangles to ease wash day and styling so tangle-prone curls are softer and more manageable.

**For Tangle-Prone Curls**


DRY LIKE A DEVA



**DevaDryer® & DevaFuser®**  
Dryer & Diffuser for All Curlkind

The first dryer and diffuser duo created specifically for curls! The DevaDryer's ionic technology helps create softer, shinier, frizz-controlled curls. The innovative hand-shaped DevaFuser fits perfectly on the DevaDryer and delivers 360° airflow for speedier drying time than traditional diffusers. With its patented ergonomic design, it's comfortable to use and position at the root.


**For All Curls**



**DevaFuser®**  
Universal Diffuser for All Curlkind

If you already have a dryer that you love, the universal DevaFuser is designed to fit on most commercial hair dryers. The patented design helps give natural curls gorgeous shape, definition, and touchable volume. Its 360° airflow surrounds curls for speedier drying time than traditional diffusers. The ceramic inner core helps preserve moisture to reduce frizz and enhance shine.


**For All Curls**



**DevaTowel®**  
Anti-Frizz Microfiber Towel

Smooth, frizz-fighting, microfiber texture helps absorb excess moisture and enhance curls without roughing them up so you can increase definition and reduce frizz.

**For All Curls**



**DevaTwist®**  
Anti-Frizz Microfiber Towel Wrap

Gentle, microfiber hair wrap provides a hands-free, frizz-fighting, multitasking way to dry your curls.

**For All Curls**





# DISCOVER OUR PRODUCTS



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.

DevaCurl®  
LIVE YOUR CURLS