

DevaCurl®



GET YOUR
bounce BACK!

BREAKTHROUGH
MICELLAR
TECHNOLOGY
FOR **CURLS**

INTRODUCING

BUILDUP BUSTER™

MICELLAR WATER CLEANSING SERUM

When your curls have lost their mojo, Buildup Buster, the powerful new cleansing treatment for all curl kind, brings them back to life. This rejuvenating serum uses micellar technology to remove buildup without stripping. Plus, it contains abyssinian seed oil and jojoba for moisture and shine. Get ready for head-turning bounce!



EVERYTHING YOU NEED TO KNOW ABOUT

New!

BUILDUP BUSTER™

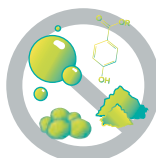
Micellar Water
Cleansing Serum



WHO IS IT FOR? WAVY, CURLY, AND SUPER CURLY

Buildup Buster is for anyone whose curls are feeling weighed down, dull and undefined as a result of buildup from product, hard water or environmental stressors. Even if you are a DevaCurl loyalist, it is a great way to bring the bounce back to lifeless waves and curls.

WHAT DOES IT DO?



Unlike traditional clarifying shampoos that are irritating and drying to the hair and scalp, Buildup Buster's gentle, deep cleansing formula thoroughly removes buildup without stripping away essential moisture, while adding shine and bounce.

WHAT'S IN IT THAT MAKES IT SO SPECIAL?



MICELLAR TECHNOLOGY
attracts dirt and product buildup like a magnet for gentle removal while maintaining moisture balance.



ABYSSINIAN SEED OIL
moisturizes, boosts shine and protects the scalp.



JOJOBA ESTERS
softens and conditions hair, and reduces scalp dryness so it feels soothed and moisturized.

HOW DO I USE IT?



Apply this no-to-low lather cleansing serum directly to the scalp and hair targeting areas of buildup.



Massage with fingertips to distribute evenly throughout and break up the buildup. Then rinse thoroughly by massaging to further remove buildup.



For at-home use, teach your client how to use the needle-nose tip for targeted application.

DISCOVER THE BOUNCE BACK SERVICE

Use once a week or as needed to remove unwanted buildup. Amount will vary and is dependent on hair type and need.



Step 1: Cleanse
Substitute with your regular DevaCurl cleanser



Step 2: Condition
Follow with a DevaCurl conditioner or Heaven In Hair to seal in moisture



Step 3: Style & Shape
Style as usual

HOW TO IDENTIFY A WAVY, CURLY AND SUPER CURLY BUILDUP BUSTER CLIENT?

WAVY



- Looking for body & fullness
- Frequently styles with a curling or flat iron
- Buildup from stylers like dry shampoos, texturizers and salt sprays
- She's not yet a DevaCurl loyalist
- Buildup Buster is the perfect way to jumpstart her Wavy Transformation

CURLY



- Looking for curl definition and to eliminate frizz
- Uses conditioners and stylers in between wash days that lead to buildup
- Buildup Buster is the ultimate wake up for her curls even if she is a DevaCurl loyalist

SUPER CURLY



- Main concern is dryness and lack of shine
- Uses conditioners and stylers in between wash days that lead to buildup that will weigh down curls and cause itchiness at the scalp
- Use to remove buildup in the hair and scalp while staying hydrated
- Buildup Buster is the ultimate clean slate so super curly hair can breathe again