

STYLISTS GUIDE TO CURL PASSION



IDENTIFY THE CURL TYPE



WAVY
2A



WAVY
2B



WAVY
2C



CURLY
3A

CHOOSE THE LOOK

DRY HAIR

NATURAL CURLS



shampoo +
leave-in + primer
+ fluid



shampoo + mask
+ primer
+ fluid



shampoo
+ conditioner +
primer
+ fluid



shampoo +
mask
+ primer
+ fluid

VOLUMINOUS CURLS



shampoo +
leave-in + primer



shampoo +
leave-in + primer



shampoo +
mask
+ primer



shampoo + mask
+ primer

SOFT AND DEFINED CURLS



shampoo +
leave-in +
primer
+ gel



shampoo +
mask
+ primer
+ gel



shampoo
+ conditioner +
primer
+ gel



shampoo +
mask
+ primer
+ gel

LOOSE AND DEFINED CURLS



shampoo
+ leave-in
+ primer
+ perfectionist



shampoo
+ mask
+ leave-in
+ primer
+ perfectionist



shampoo
+ conditioner +
leave-in
+ primer
+ perfectionist



shampoo
+ mask
+ leave-in
+ primer
+ perfectionist

SUPER CRUNCHY CURLS



shampoo
leave-in
primer
+ shaper

+



shampoo + mask
+ leave-in +
primer
+ shaper



shampoo
+ conditioner +
leave-in
+ primer
+ shaper



shampoo +
mask
+ leave-in +
primer
+ shaper

WET HAIR

PERFECT CURLS TODAY AND TOMORROW



primer



primer



primer



primer

STYLISTS GUIDE TO CURL PASSION

CLEANSING AND CONDITIONING

We know that natural curls need special care! That's why **milk_shake** curl passion has various steps to work curls using specific products that are ideal for curly and wavy hair, helping to hydrate and detangle hair whilst maintaining the hair's shape.



shampoo PARABEN FREE / SLES FREE shampoo for curly hair

Suitable for all hair types, it cleanses hair conditions hair gently and deeply, giving softness and manageability. It helps to keep curls bouncy and defined. Use: distribute evenly over damp hair, lather and rinse. Repeat if necessary.



conditioner PARABEN FREE conditioning cream for curly hair

Suitable for all hair types, it gives softness and manageability without weighing the hair down. It contributes to achieving elastic, supple and long-lasting curls. Use: distribute evenly over clean, damp hair, leave on for a few minutes, then rinse.



mask PARABEN FREE mask for curly hair

It nourishes and hydrates curly hair and reduces frizz, helping to improve the hair's appearance. Use: apply to clean, damp hair, comb through, leave on for 5-10 minutes, then rinse.

STYLING & FINISH

The type of curl, the target result and routine preference ultimately impact what styling and finish products are most suitable for curly hair. Sprays, creams, gels... find your perfect products!



leave-in PARABEN FREE leave-in spray for curly hair

The ideal leave-in spray treatment to give softness and manageability. It helps to keep curls elastic, supple and long-lasting. Use: applicare su capelli lavati e tamponati e procedere con lo styling desiderato.



defining gel PARABEN FREE ultra-definition gel

Delivers flexible hold for defined, radiant curls with natural movement. Protects hair against humidity and smoothes and seals the cuticles while banishing frizz, for supple, defined curls. Perfect for diffuser drying. Use: apply to washed and towel-dried hair, use hands to distribute and then style.



perfectionist PARABEN FREE styling cream for curly hair

Styles and tames curly hair while giving definition. Banishes frizz, for soft, shiny, defined curls. Use: apply to towel-dried hair and style as desired.



shaper PARABEN FREE styling fluid for curly hair

Perfect for creating separate, defined curls. It enhances the natural shape of curls and guarantees and perfects softer waves. The special formula eliminates frizz and protects colour, leaving hair radiant. Use: apply to towel-dried hair and style as desired.



primer PARABEN FREE perfect curl primer

Ideal for preparing curls for styling or maintaining natural curly looks. Achieving lasting curls has never been easier. Leaves hair soft and radiant. Can also be used the day after styling to maintain the shape of curls. Perfect for drying with a brush or diffuser. Use: as a primer, spray onto washed and towel-dried hair. As a retouch product, spray onto dry hair from a distance of about 20 cm.



enhancing fluid PARABEN FREE enhancing gel-cream for curly hair

The ultra-light formula doesn't weigh hair down and guarantees shine and definition. Perfect for blow-drying with a brush or diffuser. Use: apply to washed and towel-dried hair. Use hands to distribute and then style.

