



Living proof.®

Dear Salon Partner,

We hope you have your shelves stocked with our new Curl franchise. Here's everything you need to get the news out about the new products and generate excitement with your clients!

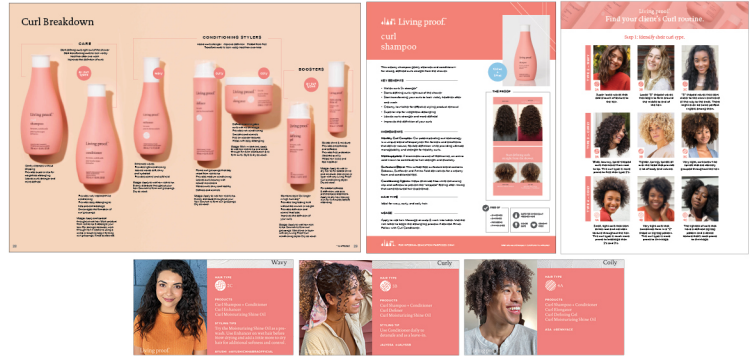
Education

Product Education to train your salon staff on Curl.

Available pieces:

- Education Book
- Sell Sheets
- Find your Client's Curl Routine
- Routine Cards

[CLICK TO DOWNLOAD](#)



In-Salon Merchandising

Display the beautiful in-salon merchandising you received as part of your promotion to drive purchase.

Available pieces:

- 8.5x11" Sign
- 5x7" On-shelf Sign
- Counter Insert (Not included in promotion.)
- Shelf Talker

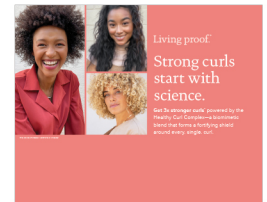
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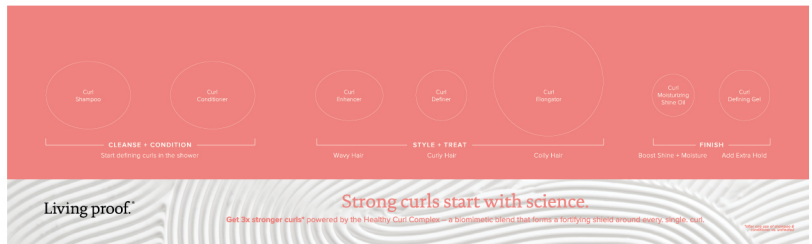
Display on shelf or another prominent area of the salon to drive new product awareness and purchase.



Display the 5 x 7" frame and insert on shelf to highlight the franchise benefit.



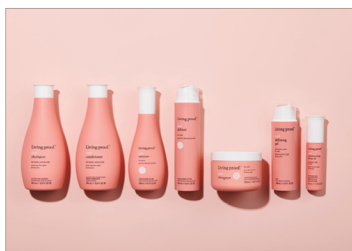
Place the insert in your acrylic display at the front desk to drive client purchase.



Display the shelf talker to help clients find the right Curl product for them.

Product Images

[CLICK TO DOWNLOAD](#)



Education Courses

Download the Curl Education Course Schedule to access live and on-demand education.

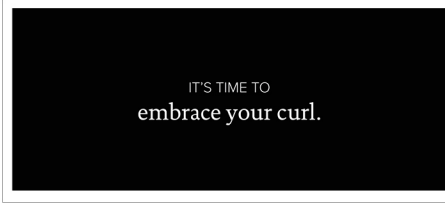
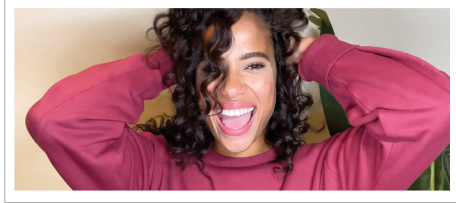
[CLICK TO DOWNLOAD](#)



Video

Play videos in-salon to start the conversation about Curl with your clients.

[CLICK TO DOWNLOAD](#)



Social Media

We wanted the Curl launch to be a celebration of curly haired consumers. We cast 28 models across the curl spectrum to represent our Curl launch. We asked them to try the products at home and style and shoot their real results. We only color corrected their assets, no retouching. We also collected their real testimonials and routines using the product.

[CLICK TO DOWNLOAD](#)

Below are social images and copy to post on Instagram and Facebook to drive digital buzz and client demand. Make sure to use exact copy provided when you share and tag model as indicated in copy. Include @LivingProofInc #YourBestCurls #crueltyfree #nontoxic #parabenfree #siliconefree #phthalatefree



NEW Calling all curls. This one's for you! Introducing Curl by Living Proof, a breakthrough curl care line powered by biomimetic science to give you stronger, healthier-looking curls. And all the gorgeous benefits that go along with them. For wavy, curly and coily hair. #YourBestCurls



Wash day just got easier 🙌 This cleansing and conditioning duo was formulated with Living Proof's Healthy Curl Complex to make curls 3x stronger after one use (vs. untreated). For wavy, curly and coily hair. #YourBestCurls



These dual-action conditioning stylers from Living Proof treat hair while they work, giving you stronger, healthier-looking curls with every style. #YourBestCurls
🌟 Curl Enhancer: enhances natural wavy texture and protects against frizz
🌟 Curl Definer: defines and conditions curls from root to tip
🌟 Curl Elongator: defines and detangles even the tightest coils, with no shrinkage



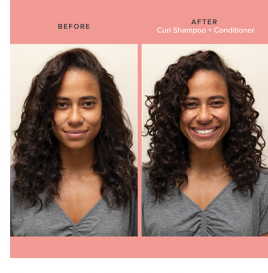
Add a boost of shine and definition to wavy, curly, or coily hair. Whether you need a little extra frizz control or an extra shot of shine, these Living Proof Curl finishers will complete your look. #YourBestCurls
🌟 Curl Defining Gel: add long-lasting hold and humidity protection without the crunch or weight
🌟 Curl Moisturizing Shine Oil: boost shine, moisture and smoothness



Whether you've got loose waves or tight coils, the scientists at Living Proof found that the key to healthy curls is building a foundation of strength. Living Proof's Curl Shampoo + Conditioner make curls 3x stronger* and provide superior slip for weightless detangling to help prevent damage to delicate curls. #YourBestCurls
*after one use of Curl Shampoo + Conditioner vs. untreated



The Curl System* provides 90% frizz control.
You love your curls, but sometimes they've got a mind of their own. Enter Living Proof's Curl System - a better way to take care of your curls. Powered by Living Proof's Healthy Curl Complex, the system replenishes emolliency levels to increase hydration, encourages curl groupings to enhance definition, and controls frizz. Your curls will be smooth and defined from root to tip. #YourBestCurls



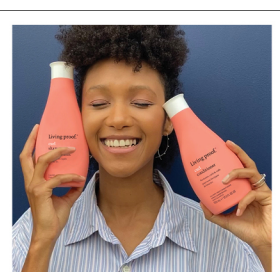
Have curly hair? Living Proof Curl Shampoo + Conditioner were formulated just for you. They start defining curls IN the shower, giving you a strong foundation for styling and beyond. After just one use, your curls will be 3x stronger* and look visibly healthier. #YourBestCurls
*vs. untreated



Unleash your curl power. Use Living Proof's Curl Enhancer to enhance your natural waves and control frizz. Looking for a little more definition? Curl Defining Gel provides long-lasting hold without the crunch or weight. It adds humidity-resistant control + definition for frizz-free styles on all curl types. #YourBestCurls (@blairkimchi)



Your curls make you strong. Living Proof's science makes them stronger. Curl Elongator is perfect for the tightest of curls. From detangling to twist outs, Living Proof's Healthy Curl Complex is combined with high-slip conditioners to define + elongate, making styling easier than ever before. (@mussette)



When your curl game is this strong, your whole day goes right 🙌 Living Proof Curl Shampoo + Conditioner are the most conditioning shampoo + conditioner Living Proof offers. They also provide the most slip to provide weightless detangling, leaving you with stronger, more defined curls. #YourBestCurls (@shirvorne)



"The Living Proof shampoo and conditioner both smell amazing and the consistency of the conditioner was perfect. It had enough conditioning power for me to brush through my curls. This is usually hard for me to find." - Living Proof Curl model @nyahgreene01 on Living Proof Curl Shampoo + Conditioner. #YourBestCurls (📩: @nyahgreene01)



Follow @adreyanuaaa's routine for guaranteed curl envy: "I used the Living Proof Curl Shampoo to wash + lather my hair/roots. Then I used the Living Proof Curl Conditioner to condition my hair. I rinsed that out and then applied the Living Proof Curl Moisturizing Shine Oil in my hair. I then re-used a little bit of the Living Proof Curl Conditioner as a leave-in conditioner. Then I used the Living Proof Curl Defining Gel as a wash and go and diffused my hair". #YourBestCurls (📩: @adreyanuaaa)



"I love the way my hair is defined and soft!" - @mussette after using Living Proof Curl Shampoo + Conditioner, Curl Elongator, + Curl Moisturizing Shine Oil. We asked our models for this Curl launch to style and shoot their own photos using their favorite products, and we love the results. #YourBestCurls (📩: @mussette)



It's time unleash #YourBestCurls like @moriahscharrn. Living Proof sent their new Curl line and asked her to shoot her real results at home. The final outcome? Pretty good, if you ask us 😊 Her curl routine starts with Living Proof Curl Shampoo + Conditioner, followed by Curl Definer, Curl Defining Gel, + Curl Moisturizing Shine Oil. (📩: @moriahscharrn)



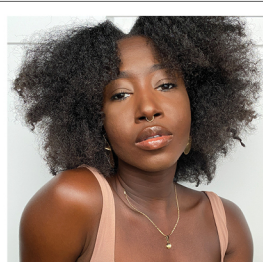
No more bad curl days. Here's @bennyace's routine for defined, stronger curls:
 ∞ Start with Living Proof Curl Shampoo + Conditioner
 ∞ Apply Living Proof Curl Elongator and Curl Defining Gel from root to tip after you shower
 ∞ Finish with Living Proof Curl Moisturizing Shine Oil to boost moisture and shine
 #YourBestCurls (📩: @bennyace)



The secret to @bee_yaz's defined, frizz-free coils? Living Proof Curl Elongator. "I started by spraying my hair with water first, then put the Curl Elongator in my hands and distributed it evenly throughout my hair while picking it out. Then I let it air dry and picked it out to style!" #YourBestCurls (📩: @bee_yaz)



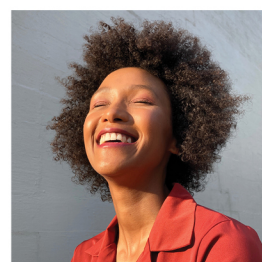
Living Proof's Curl line working its magic on @blairkimchi's natural texture. 🥰 Her routine? Living Proof Curl Shampoo + Conditioner, Curl Definer, Curl Defining Gel, and Curl Moisturizing Shine Oil. #YourBestCurls (📩: @blairkimchi)



We ❤️ these gorgeous, healthy curls styled and shot by @fhi_b. Double tap if you agree. Here's her curl routine: Living Proof Curl Shampoo + Conditioner, Curl Elongator, Curl Moisturizing Shine Oil. #YourBestCurls (📩: @fhi_b)



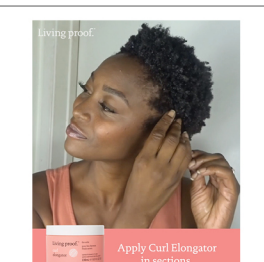
Double tap if you can't stop staring at @laney_phillips's picture perfect curls ✨ Her curly routine? Living Proof Curl Shampoo, Curl Conditioner, Curl Definer, Curl Defining Gel, and Curl Moisturizing Shine Oil. #YourBestCurls (📩: @laney_phillips)



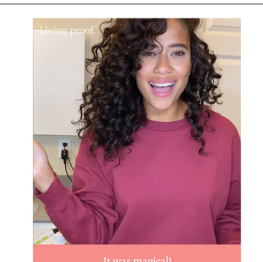
Let your curls shine 🌟 @shivorne started with Living Proof Curl Shampoo to cleanse and then Curl Conditioner to add moisture and detangle. After washing, she applied Curl Defining Gel and Curl Elongator to elongate curls with extra hold. The finishing touch? Curl Moisturizing Shine Oil which adds a boost of shine, moisture, and smoothness. #YourBestCurls (📩: @shivorne)



@taciaanesantos + Living Proof's new Curl line = a perfect match 🥰 Her curly routine? Living Proof Curl Shampoo, Curl Conditioner, Curl Definer, Curl Defining Gel, and Curl Moisturizing Shine Oil. #YourBestCurls (📩: @taciaanesantos)



Go ahead, flex your curls. Living Proof's Curl Elongator defines and detangles even the tightest coils, leaving you with soft, shiny, frizz-free curls - without the shrinkage. #YourBestCurls (📩: @bee_yaz)



@taciaanesantos's curl routine 📩 The Living Proof Curl line was designed for you to mix and match different stylers, depending on your hair type and desired results. Watch them work together to give you #YourBestCurls. (📩: @taciaanesantos)



Get ready for some serious wave envy 🌊 @blairkimchi uses Living Proof's Curl Defining Gel for humidity resistant control + definition, then Curl Definer to hydrate + form curl groupings that stay intact from root to tip. She finishes with Curl Moisturizing Shine Oil to add shine, moisture, and smoothness. #YourBestCurls (📩: @blairkimchi)