
MINA EL HAMMANI,
ACTRESS
REDEFINING
CURLS
REVLON
PROFESSIONAL®
Create Boldly. Live Boldly.

REDEFINE YOUR CLIENT'S CURL PERSONALITY



RE/START

CURLS

Revlon Professional® invites you to embrace your client’s curl personality and rethink **textured haircare from the roots**.

From **wavy to curly or coily hair**, RE/START CURLS helps to balance and respects the scalp's microbiome while targeting the specific needs of textured hair **thanks to its dual action approach.**

Discover this ultimate range to mix and match on your client’s hair.

A NEW WAY OF THINKING TEXTURED HAIR.

IT’S TIME TO PRESS THE RE/START BUTTON.









FROM SKINCARE TO HAIRCARE

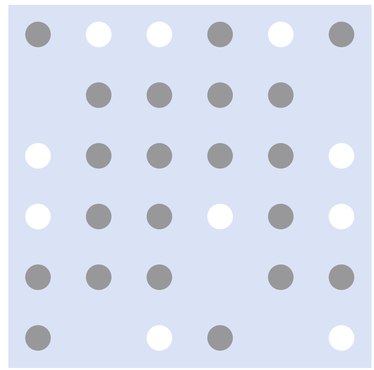
A balanced scalp has the ideal amount of beneficial microorganisms. Any imbalances could increase the presence of suboptimal microorganisms, which may cause negative effects on the scalp.

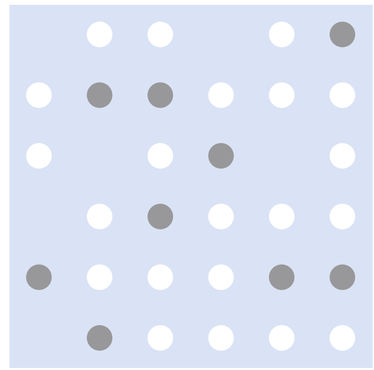
RE/START combines skincare ingredients to achieve scalp microbiome balance and to help soothe and protect the scalp.

THE MICROBIOME BALANCE PROCESS:

From unbalanced Scalp Microbiome. Microbiome that has been altered by external disturbance such as: UV rays, chemicals, pollution and stress may cause negative effects on the scalp.

To balanced Scalp Microbiome. RE/START's KERABIOTIC™ SYSTEM fights suboptimal microorganisms and allows beneficial ones to grow on a higher rate.





● Suboptimal microorganisms. ○ Beneficial microorganisms.

RE/START CURLS

THE SMART PORTFOLIO OF TEXTURED HAIR ESSENTIALS



POWERED BY SKINCARE

PROVEN BY HAIR EXPERTS

INNOVATION MEETS PERFORMANCE

ADVANCED HAIRCARE SOLUTIONS:

KERABIOTIC TRI-DEFY™

- Proven skincare ingredients: help to balance the scalp's microbiome.
- Natural Jojoba Oil: its emollient properties nourish hair.
- Biomimetic vegan lipids: restore natural hair oils for ultimate curl definition.
- A mix of defining sugars: hydrate, restore, and improve curl definition.

RE/START empowers the personality of natural curly hairs by being **CURLY GIRL METHOD** compliant. This is a haircare method that consists of avoiding damaging habits (like using heating tools) and certain ingredients like sulfates, silicones... among others, while treating & nourishing each type of texturized hair in a specific way to achieve the best possible curl results.

- **CURLY GIRL METHOD COMPLIANT**
- **SULFATE FREE***
- **SILICONE FREE ****
- **COLOR SAFE**
- **VEGAN FORMULAS**
- **SKINCARE INSPIRED TEXTURES**
- **HIGHLY SENSORIAL FORMULAS**
- **DERMATOLOGICALLY TESTED**

*Formulated without adding sulfates.
**Formulated without adding silicones.



NOURISHING CLEANSER

This **dual action** gentle cleanser creates a rich creamy foam, helps to **balance the scalp's microbiome** and **nourishes wavy to coily hair**, while **moisturizing** and **hydrating** it.

Formulated with jojoba oil and vegan biomimetic lipids that restore hair's natural oils for **ultimate curl definition**.

How to use:

Apply to wet hair and massage gently. Rinse thoroughly. Repeat if necessary.

250 ml | 1000 ml

TEXTURE/CURL TYPE:

2ABC | 3ABC | 4A



NOURISHING CONDITIONER & LEAVE-IN

This **dual action** melting conditioner helps to **balance the scalp's microbiome***, **nourishes** and **moisturizes** textured hair, providing **long-lasting definition**** and heat protection. It retains hair's natural moisture by keeping its protective cuticle layer on lockdown.

Formulated with jojoba oil and vegan biomimetic lipids that restore hair's natural oils, it provides **frizz control** and **keeps elasticity** for **ultimate curl definition and bouncy curls.**

How to use:

CURL TYPE 2 & 3
Rinse-off (to nourish, hydrate and get curls ready for style): after shampooing, apply from roots to ends. Let it work for 2-3 minutes. Rinse thoroughly.

CURL TYPE 4A
Leave-in (for intense nourishing and defined tight curls): apply a small amount on wet hair, distribute homogeneously and style. Do not rinse out.

*When used with RE/START Curls Cleanser.
** When used as a Leave-In.

200 ml | 750 ml

TEXTURE/CURL TYPE:

2ABC | 3ABC | 4A



DEEP NOURISHING BUTTERY MASK

This **dual action** buttery soft texture mask helps to **balance scalp's microbiome*** and **deeply nourishes curly hair**.

Formulated with jojoba oil, shea butter, and vegan biomimetic lipids that restore hair's natural oils for ultimate curl definition.

How to use:

Apply from mids to ends. Let it work for 3-5 minutes. Rinse thoroughly.

*When used with RE/START Curls Cleanser.

250 ml | 500 ml



TEXTURE/CURL TYPE:

2ABC | 3ABC | 4A

DEFINING CARING CREAM

This **dual action leave-in** caring cream melts into hair, helps to **balance scalp's microbiome***, defines curls and provides heat protection.

Formulated with jojoba oil and a mix of defining sugars, **smooths hair** for **frizz control and bouncy curls**.

How to use:

Apply on wet hair and distribute homogeneously. Let it dry naturally or with a diffuser. Do not rinse out.

*When used with RE/START Curls Cleanser.

150 ml



TEXTURE/CURL TYPE:

2ABC | 3ABC | 4A

MULTIPURPOSE GEL-TO-OIL

This **innovative dual action multi-use** oil helps to **balance the scalp's microbiome*, nourishes** and **defines curls**.

Infused with natural oils for **extra bouncy curls**, this 95% natural origin oil formula can be used as a **pre-wash, definer or refresher**.

How to use:

Transformative gel-to-oil texture. Apply first in your hands and rub to transform the texture.

Pre-wash (for an extra nourishing kick): apply abundantly on dry hair from mids to ends. Leave in for 10 minutes. Rinse thoroughly and cleanse.

Leave-on: apply a small amount on wet hair, distribute homogeneously and style. Do not rinse out. Can also be combined with RE/START Defining Caring Cream or Nourishing Conditioner Leave-in for a customized result.

Use the day after to re-activate coils. Apply a small amount from mids to ends and distribute homogeneously.

*When used with RE/START Curls Cleanser.

150 ml

TEXTURE/CURL TYPE:

2ABC | 3ABC | 4A



NEXT-DAY REFRESHING TONIC

This **dual action** refreshing tonic helps to **balance the scalp's microbiome*** and nourishes curls while providing **long-lasting frizz control**.

Formulated with jojoba oil and a mix of defining sugars for **immediate definition** and **bouncy curls**.

How to use:

Use the day after to re-activate curls. Apply first from mids to ends distributing homogeneously, then scrunch hair to reactivate and redefine the curls.

*When used with RE/START Curls Cleanser.

200 ml

TEXTURE/CURL TYPE:

2ABC | 3ABC | 4A



3 TYPES OF TEXTURES
3 KINDS OF HAIR ROUTINES

RE/START understands that **different curly hair textures have different needs:** that is why we provide solutions in form of hair routines depending on the texture type. From wavy to tight curls, it is essential to start with a detailed diagnosis in order to **choose the routine that best suits your clients.**

Learn more about textured hair and the best routines in **AlwaysOn**, our e-learning platform: **www.revlonproalwayson.com**

Define different routines to redefine your client's curl personality.

TEXTURE/CURL TYPE:

2ABC 3ABC 4A







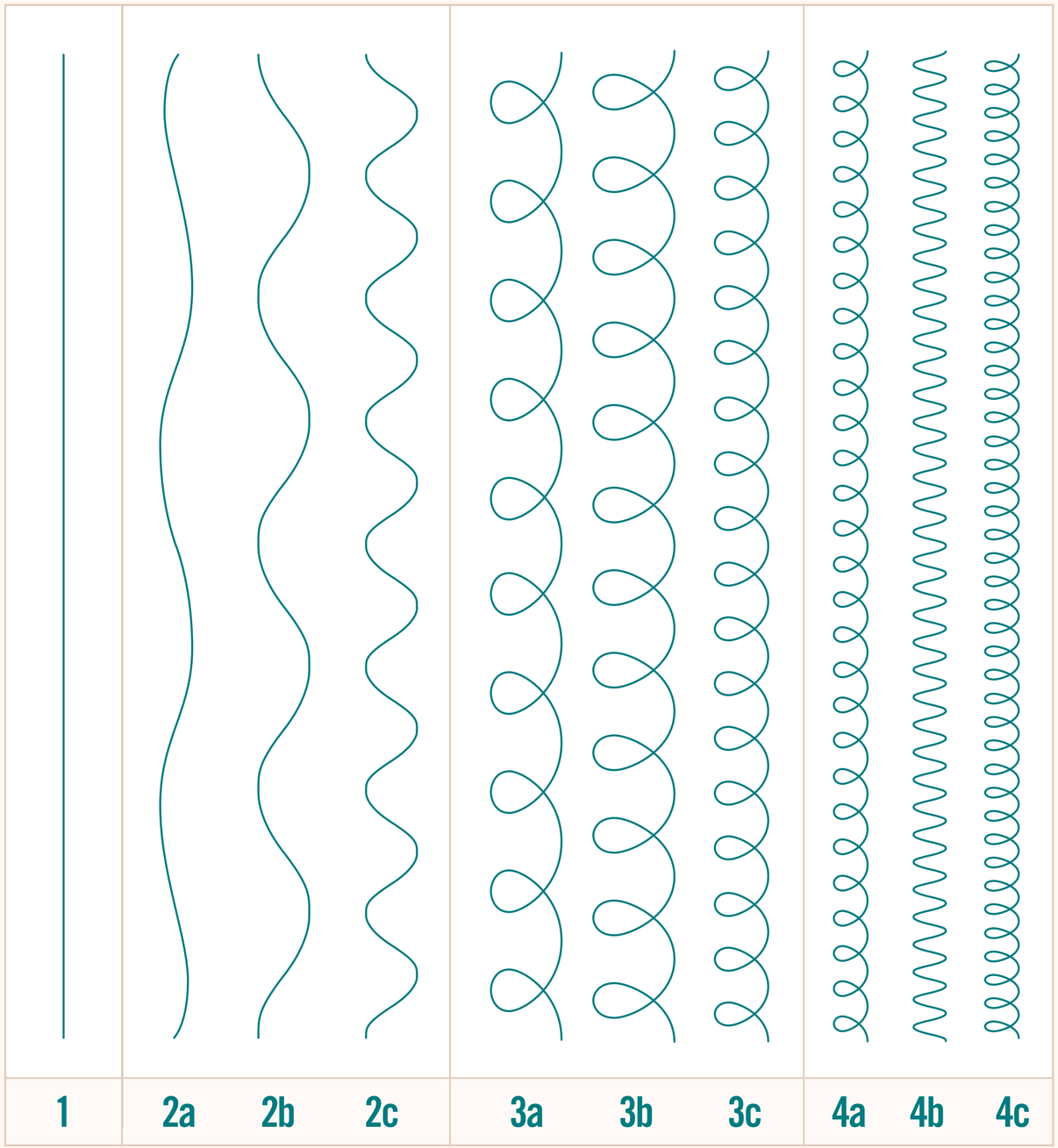
UNIVERSAL HAIR TEXTURES

NUMBERING:

Type 1 - Straight
Type 2 - Wavy
Type 3 - Curly
Type 4 - Coily

LETTERS:

A - Subtle
B - Medium
C - Strong



TYPE 2
WAVY HAIR

Wavy hair is when strands curve or form an “S” shape. This hair known as **Type 2** is the balance between Straight vs Curly. Wavy hair is usually identified as “Beach Waves” or “Tussled” and can be styled easily. Frizz and flyways start to become more evident the stronger the wave becomes.

WAVY HAIR CHARACTERISTICS:

- Hair takes a ‘S’ bend shape.
- Hybrid between straight and curly hair.
- Flyaways or frizz present.
- When wet the hair shows movement.
- Density varies.

HOW TO IDENTIFY WAVY HAIR:

- Mild to natural shine.
- Subtle to pronounced ‘S’ bend or movement.
- Versatile to style.



LISTEN AND IDENTIFY YOUR CLIENT'S NEEDS:

Proceed with a complete hair & scalp diagnosis and communicate the solution for the most suitable in-salon treatment and routine at home.

HOW TO TREAT WAVES IN SALON?

Step 1) Nourishing Cleanser

To nourish and softly clean wavy hair shampoo it once or twice depending on the needs.

Step 2) Nourishing Conditioner and Leave-in

Condition waves applying the conditioner, to damp hair and leave on for 2-3 minutes. Rinse thoroughly.

Step 3) Defining Caring Cream

To define waves apply Defining Caring Cream to damp hair. Blow-dry or leave the hair to air dry.

#SALON CARETIP: to enhance the waves apply Next-Day Refreshing Tonic to dry hair.



Step 1. Step 2. Step 3.

HOW TO TREAT WAVES AT HOME?

Step 1) Nourishing Cleanser

To nourish and softly clean wavy hair shampoo it once or twice depending on the needs.

Step 2) Nourishing Conditioner and Leave-in

To condition wavy hair apply the conditioner to damp hair and leave on for 2-3 minutes. Rinse thoroughly.
Use the conditioner as a leave-in treatment every second shampoo.

Step 3) Defining Caring Cream

To add definition apply Defining Caring Cream to damp hair. Blow-dry or leave the waves to air dry.

Step 4) Next-Day Refreshing Tonic

To refresh and enhance waves apply the tonic on dry hair between shampoos.

FOLLOW UP:

Keep a record of your clients' treatments: they'll come back for more.



Step 1. Step 2. Step 3. Step 4.

TYPE 3
CURLY HAIR

Curly Hair will naturally range from loose curls, buoyant spirals to tight spirals curls, which have some mild shine but are prone to frizz. This hair is referred to as **Type 3**. Those with Type 3 hair will be aware that a different selection of product ranges and techniques are needed to manage and maintain healthy curly hair.

CURLY HAIR CHARACTERISTICS:

- Combinations of soft spirals and tight spirals curls.
- Natural volume and height.
- Prone to dehydration.
- Washing rituals will change due to texture.

HOW TO IDENTIFY CURLY HAIR:

- Clear “spiral” shape wet/dry.
- Varied hair density.
- Reactive to environment.



LISTEN AND IDENTIFY YOUR CLIENT'S NEEDS:

Proceed with a complete hair & scalp diagnosis and communicate the solution for the most suitable in-salon treatment and routine at home.

HOW TO TREAT CURLS IN SALON?

Step 1) Nourishing Cleanser

To nourish and softly clean curly hair shampoo it once or twice depending on the needs.

Step 2) Deep Nourishing Buttery Mask

Nourish curls deeply with the mask and leave on for 3-5 minutes. Rinse thoroughly.

Step 3) Defining Caring Cream

To define curls apply Defining Caring Cream to damp hair. Blow-dry or leave the hair to air dry.

#SALON CARETIP: perform the Multipurpose Gel-To-Oil pre-wash salon service every 4 weeks to add extra nourishment.

#SALON CARETIP: to enhance the curls apply Next-Day Refreshing Tonic on dry hair.



Step 1. Step 2. Step 3.

HOW TO TREAT CURLS AT HOME?

Step 1) Nourishing Cleanser

To nourish and softly clean curly hair shampoo it once or twice depending on the needs.

Step 2) Deep Nourishing Buttery Mask

Nourish curls deeply with the mask and leave on for 3-5 minutes. Rinse thoroughly.
For a conditioning effect alternate the mask with the Nourishing Conditioner & Leave-in, in this case use the conditioner as a rinse off.

Step 3) Defining Caring Cream

To add definition apply Defining Caring Cream to damp hair. Blow-dry or leave the curls to air dry.

Step 4) Next-Day Refreshing Tonic

To refresh and enhance curls apply the tonic on dry or damp hair between shampoos.

#HOME CARETIP: the Defining Caring Cream can be mixed with Multipurpose Gel-to-Oil for a shiny & soft result.

FOLLOW UP:

Keep a record of your clients' treatments: they'll come back for more.



Step 1. Step 2. Step 3. Step 4.

TYPE 4
COILY HAIR

Coily hair, commonly referred to as Afro-textured or kinky hair, **Type 4** is naturally very dehydrated and spongy in texture. It can be soft and fine or thick and wiry. Strands form very tight, small curls of zig-zags right from the scalp and are prone to major shrinkage.

COILY HAIR CHARACTERISTICS:

- Mix of tight to tightest spirals and coils.
- Volume and height.
- Versatile.
- Fragile due to dehydration and less cuticles present.

HOW TO IDENTIFY:

- Most fragile due to least cuticles present.
- Varied hair density.
- Reactive to environment.
- Washing steps could change due to the texture.
-Tight corkscrew, spiral springs.



LISTEN AND IDENTIFY YOUR CLIENT'S NEEDS:

Proceed with a complete hair & scalp diagnosis and communicate the solution for the most suitable in-salon treatment and routine at home.

HOW TO TREAT COILS IN SALON?

Step 1) Multipurpose Gel-To-Oil pre-wash

Apply Gel-To-Oil on dry hair and leave in for up to 10 minutes. Rinse thoroughly.

Step 2) Nourishing Cleanser

To nourish and softly clean coily hair shampoo it once or twice depending on the needs.

Step 3) Deep Nourishing Buttery Mask

Nourish the coils deeply with the mask and leave on for 3-5 minutes. Rinse thoroughly.

Step 4) Nourishing Conditioner & Leave-in & Multipurpose Gel-To-Oil

For customized results, you can mix the Nourishing Conditioner & Leave-In with the Multipurpose Gel-to-Oil. Apply to damp hair. Blow-dry or leave the hair to air dry.

HOW TO TREAT COILS AT HOME?

Step 1) Nourishing Cleanser

To nourish and softly clean coily hair shampoo it once or twice depending on the needs.

Step 2) Deep Nourishing Buttery Mask

Nourish coils deeply with the mask and leave on for 3-5 minutes. Rinse thoroughly.

Step 3) Nourishing Conditioner & Leave-in & Multipurpose Gel-To-Oil

For customized results, you can mix the Nourishing Conditioner & Leave-In with the Multipurpose Gel-to-Oil. Apply to damp hair. Blow-dry or leave the hair to air dry.

Step 4) Next-Day Refreshing Tonic

To refresh and enhance coils apply the tonic on dry or damp hair between shampoos.

#HOME CARETIP: the Defining Caring Cream can be mixed with Multipurpose Gel-to-Oil for a shiny & soft result.

FOLLOW UP:

Keep a record of your clients' treatments: they'll come back for more.



Step 1. **Step 2.** **Step 3.** **Step 4.**



Step 1. **Step 2.** **Step 3.** **Step 4.**

HOW TO TREAT COLORED WAVES IN SALON?

Step 1) Nourishing Cleanser

To nourish and softly clean wavy hair shampoo it once or twice depending on the needs.

Step 2) Protective Melting Conditioner

Condition and protect waves from color fading applying the conditioner to damp hair and leave on for 2-3 minutes. Rinse thoroughly.

Step 3) Defining Caring Cream

To define waves apply Defining Caring Cream to damp hair. Blow-dry or leave the hair to air dry.

#SALON CARETIP: to enhance the waves apply Next-Day Refreshing Tonic to dry hair.

HOW TO TREAT COLORED WAVES AT HOME?

Step 1) Nourishing Cleanser

To nourish and softly clean wavy hair shampoo it once or twice depending on the needs.

Step 2) Nourishing Conditioner & Leave-in & Protective Melting Conditioner

To condition and protect wavy hair from color fading, alternate the two conditioners with every shampoo. Apply to damp hair and leave on for 2-3 minutes. Rinse thoroughly.

Step 3) 1 Minute Protective Color Mist

Protect colored waves from oxidant agents. Apply on damp hair, do not rinse.

Step 4) Defining Caring Cream

To add definition apply Defining Caring Cream to damp hair. Blow-dry or leave the waves to air dry.

Step 5) Next-Day Refreshing Tonic

To refresh and enhance waves apply the tonic on dry hair between shampoos.



Step 1.

Step 2.



Step 3.





Step 1.

Step 2.



Step 3.



Step 4.



Step 5.

HOW TO TREAT COLORED CURLS IN SALON?

Step 1) Nourishing Cleanser

To nourish and softly clean curly hair shampoo it once or twice depending on the needs.

Step 2) Color Protective Jelly Mask

Protect and treat colored curls with the mask. Apply on damp hair and leave on for 3-5 minutes. Rinse thoroughly.

Step 3) 1 Minute Protective Color Mist

Protect colored curls from oxidant agents. Apply on damp hair, do not rinse.

Step 4) Defining Caring Cream

To define curls apply Defining Caring Cream to damp hair. Blow-dry or leave the hair to air dry.

#SALON CARETIP: perform the Multipurpose Gel-To-Oil pre-wash salon service every 4 weeks to add extra nourishment.

#SALON CARETIP: to enhance the curls apply Next-Day Refreshing Tonic on dry hair.



Step 1. Step 2. Step 3. Step 4.

HOW TO TREAT COLORED CURLS AT HOME?

Step 1) Nourishing Cleanser

To nourish and softly clean curly hair shampoo it once or twice depending on the needs.

Step 2) Color Protective Jelly Mask

Protect from color fading and treat colored curls with the mask. Apply on damp hair and leave on for 3-5 minutes. Rinse thoroughly. For a conditioning effect alternate the mask with the Nourishing Conditioner & Leave in, in this case use the conditioner as a rinse-off.

Step 3) 1 Minute Protective Color Mist

Protect colored curls from oxidant agents. Apply on damp hair, do not rinse.

Step 4) Defining Caring Cream

To add definition apply Defining Caring Cream to damp hair. Blow-dry or leave the curls to air dry.

Step 5) Next-Day Refreshing Tonic

To refresh curls apply the tonic on dry hair between shampoos.

#HOME CARETIP: The Defining Caring Cream can be mixed with Multipurpose Gel-to-Oil for a shiny & soft result.



Step 1. Step 2. Step 3. Step 4. Step 5.

HOW TO TREAT COLORED COILS IN SALON?

Step 1) Multipurpose Gel-To-Oil pre-wash

Apply Gel-To-Oil on dry hair and leave in for up to 10 minutes. Rinse thoroughly.

Step 2) Nourishing Cleanser

To nourish and softly clean coily hair shampoo it once or twice depending on the needs.

Step 3) Deep Nourishing Buttery Mask

Nourish the coils deeply with the mask and leave on for 3-5 minutes. Rinse thoroughly.

Step 4) 1 Minute Protective Color Mist

Protect colored coils from oxidant agents. Apply on damp hair, do not rinse.

Step 5) Nourishing Conditioner & Leave-in & Multipurpose Gel-To-Oil

Nourishing Conditioner & Leave-in can be mixed with the Multipurpose Gel-to-Oil for customized result. Apply to damp hair. Blow-dry or leave the hair to air dry.

HOW TO TREAT COLORED COILS AT HOME?

Step 1) Nourishing Cleanser

To nourish and softly clean coily hair shampoo it once or twice depending on the needs.

Step 2) Deep Nourishing Buttery Mask & Color Protective Jelly Mask

Nourish and protect coils from color fading by alternating the two different masks every shampoo. Apply on damp hair & leave on for 3-5 minutes. Rinse thoroughly.

Step 3) 1 Minute Protective Color Mist

Protect colored coils from oxidant agents. Apply on damp hair, do not rinse.

Step 4) Nourishing Conditioner & Leave-in & Multipurpose Gel-To-Oil

To enhance the coils mix the Nourishing Conditioner & Leave-in & Multipurpose Gel-To-Oil and apply to damp hair. Blow-dry or leave the hair to air dry. Depending on the hair needs the conditioner and Gel-To-Oil can be applied also by themselves.

Step 5) Next-Day Refreshing Tonic

To refresh and enhance coils apply the tonic on dry hair between shampoos.

#HOME CARETIP: For customized results, you can also use Defining Caring Cream mixed with the Multipurpose Gel-to-Oil. Apply on damp hair.



Step 1. Step 2. Step 3. Step 4. Step 5.



Step 1. Step 2. Step 3. Step 4. Step 5.



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