

NASHI

Kurl Identity Treatment

ANTI-AGE TREATMENT FOR HEALTHY, LONG-LASTING CURLS



Watch the video!

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Treatment materials:



Kurl Identity Shampoo



Kurl Identity Curl Identity Water



Kurl Identity Professional Thermal Cap

Duration of treatment:
Approximately 20 minutes

Who is it right for?

All types of curly hair, to revive, soften, and tame frizz.

Anyone looking to combat the signs of hair aging, maintaining its strength and enhancing its shine and elasticity.

What does it contain and what action does it perform?

- **Kurl Identity Shampoo:** Gentle cleansing agents that respect the scalp, conditioning ingredients, and amino acids. The blend of sugars and Pelvetia Canaliculata extract enhances shine and definition while helping to control volume and frizz.
- **Curl Identity Water:** The blend of sugars and Pelvetia Canaliculata extract enhances shine and definition while helping to control volume and frizz. The ingredient derived from glycolic acid helps to smooth hair and reduce frizz.

Home Maintenance

We recommend using the **Kurl Identity line**, which includes **Triple Mask**, **Bye Bye Frizz**, **Curly Star**, and **Kinky Fix**, depending on your desired result (see inside chart).

FAQ

- **How often can I repeat the treatment?**
Use whenever needed depending on the hair condition and the desired results. More frequent use ensures better results.
- **Can I do the treatment immediately after colouring or bleaching?**
Yes, and it is actually recommended, as this helps lock in the colour, making it brighter and longer-lasting.
- **Does it weight down hair?**
No, it has been created for all types of curls, including fine ones.
- **Can I do the treatment without the cap?**
The treatment requires the use of the thermal cap, as it facilitates the optimal penetration and absorption of the active ingredients, boosting their effectiveness.
- **How soon can I expect to begin seeing results?**
The effects are immediate, with continuous improvement over time.

How to use

IN THE CASE OF COILY CURLS, before treatment: apply **Triple Mask** to help detangle hair and keep the scalp hydrated.



1. Cleanse hair with **Kurl Identity Shampoo**, massaging the scalp for 3 minutes.



2. Rinse thoroughly. Repeat application of the shampoo if necessary.



3. Gently towel-dry hair.



4. Apply **Kurl Identity Curl Identity Water** to lengths and ends, using the adjustable cap to control the amount.



5. Massage and detangle hair with a comb.



6. Preheat the **Professional Thermal Cap** following the instructions on the package.



7. Cover hair in a single-use cap and put the preheated thermal cap on.



8. **Leave on for 10-30 minutes** depending on hair type:

TYPE OF HAIR	PROCESSING TIME
Wavy or fine hair	10 minutes
Medium or curly hair	20 minutes
Thick, very frizzy, or coily hair	30 minutes



9. Rinse thoroughly.



10. **Style** as desired using the products from the **Kurl Identity line** (see inside chart).

SALON PRODUCTS



Kurl Identity Triple Mask - 500 ml

Mask for curly hair that provides three benefits in a single product:

- **Pre-washing:** detangles hair, preparing it for cleansing.
- **Co-washing:** gently removes impurities and helps to detangle hair.
- **Conditioning mask:** nourishes and softens curls, promoting definition.



Kurl Identity Shampoo - 1000 ml

Shine-boosting shampoo ideal for all types of curls, formulated to cleanse effectively yet gently, while removing product buildup. Kurl Identity Shampoo exalts your curls’ natural beauty, leaving them buoyant, shiny, and soft.



Kurl Identity Curl Identity Water - 300 ml

Intensive treatment with a transformative water-to-cream texture, suitable for all types of curly hair. Helps fight signs of aging, restoring shine, elasticity, and softness.



Kurl Identity Professional Thermal Cap

Dual-purpose gel thermal cap:

- Warm - for normal to thick hair:**
- Greater penetration of the active ingredients
 - Shorter processing time
 - Softer hair
- Cold - for fine and/or porous hair:**
- Additional frizz reduction
 - Bouncier curls
 - Shinier hair

RETAIL PRODUCTS



Kurl Identity Triple Mask - 250 ml

Mask for curly hair that provides three benefits in a single product:

- **Pre-washing:** detangles hair, preparing it for cleansing.
- **Co-washing:** gently removes impurities and helps to detangle hair.
- **Conditioning mask:** nourishes and softens curls, promoting definition.



Kurl Identity Bye Bye Frizz - 250 ml

Versatile anti-frizz gel for well-defined and shiny curls. Applied as a **pre-styling** product, it hydrates without weighing hair down; during **styling**, it adds shine, definition, and protects from humidity. The combination of Hydrolyzed Keratin and Trametes Versicolor extract improves the hold of the curl and provides thermal protection, while the ingredient derived from Irish Moss reduces frizz.



Kurl Identity Curly Star - 200 ml

Shaping cream, enriched with ingredients derived from Jojoba wax and sunflower seeds, it helps maintain the shape, definition, and elasticity of curls for longer. It reduces frizz and static electricity, improving manageability for easier styling.



Kurl Identity Kinky Fix - 250 ml

Volumizing and setting spray for fine, curly hair, enriched with Functional Plant Protein that helps reduce hair breakage. The blend, which includes Tilia Tomentosa extract, interacts with the hair fibres, boosting volume and preventing the formation of free radicals typically associated with aging.

STYLING

DESIRED RESULT

PRODUCTS

Volume



Kurl Identity Bye Bye Frizz

Kurl Identity Kinky Fix

Definition



Kurl Identity Bye Bye Frizz

Kurl Identity Curly Star

Anti-Frizz



Kurl Identity Bye Bye Frizz