

# STRUCTURE CONTROL SYSTEM<sup>®</sup>

WITH **HEATWAVE TECHNOLOGY<sup>®</sup>**

## Amazon Coils<sup>®</sup> Curl Enhancing Shampoo

10-COILS

A gentle, **sulfate-free** shampoo designed specifically to enhance curls. An infusion of **Amazon Oil<sup>®</sup>** protects hair against drying and breakage. **HEATWAVE TECHNOLOGY<sup>®</sup>** fortifies each hair strand with encapsulated conditioners that release over time or when heat is applied. Curls are left with shine and bounce. Fortified with **StrandGuard Complex<sup>®</sup>** to protect color.

- Maintains the benefits of your Professional Amazon Treatment.
- Gently removes dirt and residue from hair without stripping essential moisture.
- Lifts and separates curls.
- Leaves curls smooth and full of shine.

### Directions

Apply to wet hair, lather and rinse. Repeat if necessary.

### Fragrance Story

The fragrance opens with luscious notes of **Water Hyacinth** surrounded by natural oils of **Amazon Lemon**. These delightful scents rest atop a bouquet of **Amazon Orchid**, **Acai Berry**, and **Priprioca**. These vibrant notes wind into a sea of **Brazilian Rosewood** and **Amazon Patchouli**.

Top note: Water Hyacinth, Amazon Lemon

Middle note: Amazon Orchid, Acai Berry, Priprioca

Bottom note: Brazilian Rosewood, Amazon Patchouli

### Key Ingredients

- **HEATWAVE TECHNOLOGY<sup>®</sup>** works as a catalyst to deliver heat into the cortex of the hair shaft while protecting the cuticle. This allows the style to be set more deeply into the hair, providing long-lasting style retention. The heat transfer locks peptides and proteins to the hair's S-bonds, effectively controlling the very structure of the hair shaft. Heat-activated conditioners and nutrients protect and soften hair during heat styling.
- Exotic **Amazon Oil<sup>®</sup>** of Maracuja (Passion Fruit), Brazil Nut and Buriti provides hair essential lipids, oligopeptides and fatty acids. Rich in vitamins and minerals to maintain healthy hair.
- **Black Cacao**, found only in the Venezuelan region of the Amazon and loaded with polyphenols, provides extensive antioxidant properties.
- **StrandGuard Complex<sup>®</sup>** protects hair from environmental factors that can fade color and cause premature degradation of the hair structure.
- **Certified Organic Extracts** add softness and shine.
- **Professional Amazon Treatment** is free of formaldehyde, replacement aldehydes, formalin or other ingredients that release formaldehyde during heat processing, vanillin, thioglycates and sodium hydroxide.
- **Paraben-Free, Vegan** formulas.

### Competitive Products

- Aveda Be Curly Shampoo
- Bumble and Bumble Curl Conscious Smoothing Shampoo
- CHI Curl Preserve System Shampoo
- TIGI Curls Rock Shampoo

### Ingredient List

Water (Aqua ), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Lauroyl Methyl Isethionate, Cocamidopropyl Hydroxysultaine, Acrylates Copolymer, Arctium Majus Root Extract<sup>1</sup>, Betaine, Butylene Glycol, Butyloctanol, Butyrospermum Parkii (Shea Butter), C20-40 Pareth-10, Camellia Sinensis Leaf Extract, Citric Acid, Citrus Limon (Lemon) Fruit Extract, Citrus Medica Limonum (Lemon) Peel Extract<sup>1</sup>, Cocamide MIPA, Cystine Bis-PG-Propyl Silanetriol, Dipropylene Glycol, Disodium EDTA, Equisetum Arvense Extract<sup>1</sup>, Ethylhexylglycerin, Glycol Distearate, Helianthus Annuus (Sunflower) Seed Extract, Hexapeptide-11, Hexylene Glycol, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Hydroxyethyl Behenamidopropyl Dimonium Chloride, Malva Sylvestris (Mallow) Flower Extract<sup>1</sup>, Ozokerite, Panthenol, Passiflora Edulis Seed Oil, Passiflora Incarnata Seed Oil, PEG-150 Distearate, PEG-200 Hydrogenated Glyceryl Palmate, PEG-7 Glyceryl Cocoate, Phenoxyethanol, Phenyl Trimethicone, Polyethylene, Polyquaternium-7, Polyquaternium-70, Pyrus Malus (Apple) Fruit Extract, Saccharum Officinarum (Sugar Cane) Extract, Silicone Quaternium-16, Sodium Hydroxide, Sodium Laneth-40 Maleate/Styrene Sulfonate Copolymer, Synthetic Wax, Theobroma Cacao (Cocoa) Seed Butter, Undeceth-11, Undeceth-5, Methylchloroisothiazolinone, Methylisothiazolinone, Fragrance (Parfum), Yellow 5 (CI 19140)<sup>2</sup>, Red 33 (CI 17200)<sup>2</sup>.

<sup>1</sup> Certified Organic by Organic Certifiers, Ventura County, CA

<sup>2</sup> Food Grade

