Why Coconut?
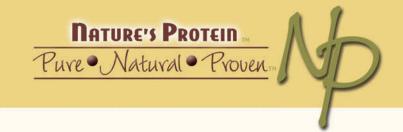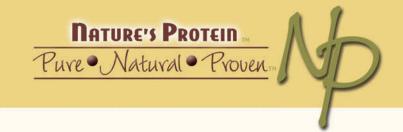
- Coconut oil moisturizes the hair, to improve its strength and flexibility.
- It has nutrients that helps promote shine and helps prevent hair loss through styling.
- Contains capric acid, lauric acid and other essential fatty acids that help protect strands from breakage.
- Contains linoleic acid that helps to keep the hair well hydrated and maintain its elasticity. It also contains oleic acid that helps condition the hair, allowing it to grow naturally stronger and longer.
- Repairs and revitalizes your hair to make it healthy and shiny.

Hair has a high protein make up. Protein is what helps keep it strong. Each time you wash your hair, the hair protein structure is disrupted/damaged. Pre-treating or deep conditioning your hair with coconut oil will keep this from happening; minimizing any forms of breakage including those dreadful split ends.

COCONUT RESTORE ™

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5 Ways Coconut Oil Can Prevent Hair Damage

Helps Protect/Shield Hair Protein   Protein is an important building block of hair. It keeps the hair strong. Protein is the hair's natural defense against breakage. Pre-pooing with coconut oil will help protect hair's natural protein.

Prevent Split Ends   Adding a little coconut oil to your regular deep conditioning treatment can help prevent split ends.

Reduces Effects of Hygral Fatigue   Hygral Fatigue is the stress of the hair swelling and contracting when water leaves and enters the hair shaft. This is a natural occurrence but over time it can lead to breakage. The best way to combat hygral fatigue is by pre-pooing with coconut oil before each wash.

Moisturize Hair   Coconut Oil increases the hair's ability to hold on to water molecules, by reducing moisture loss.

Prevents Mechanical Hair Damage   Mechanical Hair Damage is usually self-inflicted by styling treatments. In most cases its from improper detangling, or combing dry hair. Coconut oil gives natural curls what we like to call "slip". It serves as a lubricant for your fingers or comb helping them to glide through without breaking hair strands and loosening tangles.

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Different Textures

Wavy True wavy hair has an S-shaped formation. Neither curly or straight, it can undulate back and forth or have more of an open loop, as though it were iron-curled. Highly versatile, it retains curl because it already has natural movement.
Primary needs: Frizz reduction, lightweight definition, hydration, and shine enhancers

Curly The curly demographic has a wide span. Mixed patterns, size and expansion of the curl and how tight the curl wants to sit together
Primary needs: Hydration, strengthening treatments, volume control for either defined or smooth finish, and shine enhancers

Coily Grows close to the scalp and ranges from medium to springy one or interlocking ones that have a zig-zag pattern.
Primary needs: Intense moisturizing/strengthening (moisture and protein must be balanced), frizz control, smoothing and shine enhancers
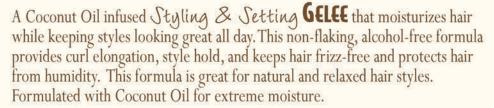
COCONUT RESTORE ™

NATURE'S PROTEIN ™
Pure • Natural • Proven ™
NP

INFUSED WITH
Extra Virgin Coconut Oil

A Coconut Oil infused *Styling & Setting* **GELEE** that moisturizes hair while keeping styles looking great all day. This non-flaking, alcohol-free formula provides curl elongation, style hold, and keeps hair frizz-free and protects hair from humidity. This formula is great for natural and relaxed hair styles. Formulated with Coconut Oil for extreme moisture.

Key Ingredients:
Honey: Moisture retention and binding
Panthenol: Fortifies hair fibers for increased strength
Glycerin :   Mositurization, natural humectant
Amino Acids: Strengthening, Anti-Breakage
Coconut Oil: Moisturizing, increases natural shine

COCONUT RESTORE ™

NATURE'S PROTEIN
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NP

COCONUT RESTORE ™ *Styling & Setting* GELEE

NATURE'S PROTEIN ™
Pure • Natural • Proven ™

INFUSED WITH
Extra Virgin Coconut Oil

A unique *Revitalizing Whipped* **COCONUT OIL** is the perfect blend for treating dry and damaged hair.
Coconut oil is rich in emollients. When used on hair, it conditions and softens dry scalp, all while adding volume and shine without common harmful chemicals.
Can be used on hair and skin and wet or dry hair.
Natural ingredients.

Key Ingredients:
Coconut Oil: Softens and increases natural shine

COCONUT
RESTORE ™

NATURE'S PROTEIN
Pure • Natural • Proven

COCONUT
RESTORE ™ *Revitalizing Whipped* **COCONUT OIL**

Free From

• SULFATES • PARABENS • MINERAL OIL •
• PETROLATUM • ARTIFICIAL DYES •

NATURE'S PROTEIN ™
Pure • Natural • Proven ™

INFUSED WITH
Extra Virgin Coconut Oil

Keratin Intensive **REPAIR MASQUE** enriched with Extra Virgin Coconut Oil and Keratin to renew and rebuild your hair from root to tip. Keratin strengthens hair to prevent breakage. Helps seal cuticles and split ends. Luxurious whipped crème masque.

Key Ingredients:
Glycerin:	Mositurization, natural humectant
Hydrolyzed Wheat Protein:	Increase hair fiber strength, heat protection
Linseed Oil:	Moisturization and shine
Keratin:	Strengthening, Anti-Breakage
Coconut Oil:	Softens and increases natural shine

NATURE'S PROTEIN
Pure • Natural • Proven

COCONUT RESTORE ™   Keratin Intensive
REPAIR MASQUE

COCONUT RESTORE ™

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Pure • Natural • Proven ™

NP

INFUSED WITH
Extra Virgin
Coconut
Oil

Daily Strengthening **CONDITIONER** was developed to Fortify and Strengthen hair making it manageable and easy to style using active ingredients proven to bind hair fibers and improve detangling and conditioning. This concentrated blend of Protein and Coconut Oil will make hair softer, stronger and healthier.

Key Ingredient claims:
Soybean Oil: Moisture and manageability
Panthenol: Fortify hair fibers for increased strength
Glycerin: Mositurization, natural humectant
Milk Protein: Strengthening- Anti-Breakage
Coconut Oil: Softens and increases natural shine

COCONUT RESTORE ™

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COCONUT RESTORE

Daily
Strengthening

CONDITIONER

NATURE'S PROTEIN ™
Pure • Natural • Proven ™

INFUSED WITH
Extra Virgin Coconut Oil

A Lightweight *Curl Control* **LEAVE-IN CONDITIONER** formulated to style and control curly and textured hair. It shields hair against humidity and frizz with a very soft curl hold.

Works on thermal straightened hair and natural curly hair.
Added conditioners and coconut oil work to seal moisture in the hair.
Specialty polymers bind to hair fibers to keep them in place without flakes.

Key Ingredients:
Shea butter: Moisturization
Jojoba Oil: Enhances shine
Coconut Oil: Softens and increases natural shine
Vitamin A & E: Moistures and conditions hair fibers

COCONUT RESTORE ™

Curl Control

LEAVE-IN CONDITIONER

Free From

• SULFATES • PARABENS • MINERAL OIL •
• PETROLATUM • ARTIFICIAL DYES •

NATURE'S PROTEIN ™
Pure • Natural • Proven ™

INFUSED WITH *Extra Virgin Coconut Oil*

Coconut Infused *Moisture Replenishing* **SHAMPOO** that gently cleanses and removes residue from hair without harsh chemicals. This concentrated formula utilizes coconut oil to purify hair fibers, deposits antioxidants and restores hairs natural moisture. Sulfate free Gentle Cleansing system.

Key Ingredients:
Coconut Oil: Moisturizing, increases shine
Shea Butter: Scalp moisturization- promotes healthy hair growth
Vitamin E: Moistures and conditions hair fibers

COCONUT RESTORE ™

NATURE'S PROTEIN
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COCONUT RESTORE ™

Moisture Replenishing

SHAMPOO