

Curly Hair? Sam Brocato rewrites the rules with Curlinterrupted™ 2.0

Curlinterrupted Smoothing System transforms frizzy, unruly hair into a soft, smooth, sleek sensation. While straightening systems have gained world-wide popularity, Sam is concerned that many contain toxins that could be harmful to you and your clients' health. Curlinterrupted 2.0 tames coarse, frizzy hair while maintaining strict standards of health and safety

Curlinterrupted 2.0 – What makes it unique:

Three Ways to Go Smooth:

- Demi—12 Weeks
- Semi—3 Weeks
- Temporary—1 to 3 Days

Non-Toxic Formula

Completely free of:

- Formaldehyde – labeled as a known carcinogen by the National Cancer Institute
- Thio – has that old fashioned “perm smell” and often creates dry, damaged feeling hair.
- Sodium Hydroxide – so aggressive that it can actually dissolve the hair!

Moisture-rich Base

- Murumuru Seed Butter – A rich, natural emollient that promotes hydration.
- Macadamia Seed Oil – A botanically-derived oil that leaves hair soft and supple.
- Camellia Seed Oil – An antioxidant that imparts lightweight shine and gloss.

New Additions!

- Professional Curlinterrupted Shampoo – Sam increased the essential oils from 5% to 10% for enhanced hydration and shine.
- Professional Keratin Protein Spray – With a 50% increase in keratin protein, this high-performance formula is now three times more effective.
- Take-Home Kerating Protein Spray – At our original strength, this keratin spray is perfect for your clients who want to maintain their relaxed look between services.

Curlinterrupted Smoothing & Hydrating Regimen

Keep hair smooth as silk and absolutely knock-out looking with our Curlinterrupted regimen. Tames and smoothes curly, coarse, out-of-control frizzy hair. Adds a soft, flexible bounce, penetrates with essential moisture and leaves hair ultra-shiny. Sulfate-Free, Paraben-Free Shampoo and our superior super-hydrating Treatment keep hair's texture looking its best and unbelievably healthy!

CURLINTERRUPTED SMOOTH BASICS

Send your clients home with the basics. This package extends their professional smoothing service, or it provides 1–3 days of temporary smoothing on untreated hair.

Box includes the following:

- (1) Curlinterrupted Smoothing & Hydrating Shampoo, 10 oz.
- (1) Curlinterrupted Smoothing & Hydrating Treatment, 5.25 oz.
- (1) Curlinterrupted Smoothing Keratin Protein Spray, 4 oz.

SALON OPPORTUNITY:

£19.22

SALON VALUE:	£24.50
SALON SAVINGS:	£5.28 (22%)
CONSUMER OPPORTUNITY:	£34.95
CONSUMER VALUE:	£49.00 (29%)



CURLINTERRUPTED SMOOTH EXTRAS!

Use them on your station and offer your smooth-seeking clients these extras to maintain their new, relaxed style.

Box includes the following:

- (1) Actives™ Restorative Hair Infusion, 1 oz.
- (1) Curlinterrupted™ Curl Calming Balm, 6 oz.
- (1) Cloud 9 Hotshapes™ Flat Iron & Finishing Spray, 8.5 oz.
- (1) Brocato Signature Vent Brush

SALON OPPORTUNITY:

£24.72

SALON VALUE:	£33.47
SALON SAVINGS:	£8.75 (26%)
CONSUMER OPPORTUNITY:	£44.95
CONSUMER VALUE:	£66.95 (33%)



curlinterrupted 2.0 SMOOTHING



CURLINTERRUPTED COMPLETE SMOOTHING 2.0

Keep the essentials on hand with this complete package. It's filled with everything you need to deliver long-lasting results for your clients.

Choose Demi, Semi, or Temporary smoothing depending on the needs of your guest.

Includes the following:

- (1) Curlinterrupted Smoothing Gel w/pump, 32 oz.
- (1) Curlinterrupted Professional Smoothing & Hydrating Shampoo, 32 oz.
- (2) Curlinterrupted Smoothing & Hydrating Treatment, 16 oz.
- (3) Curlinterrupted Professional Keratin Protein Spray, 8 oz.
- (1) Actives Restorative Hair Infusion, 5 oz.
- (1) DEMI color, O/O Clear, 10 oz.
- (1) DEMI Activating Liquid, 10 oz.
- (1) Brocato Signature Detangle Comb
- (1) Brocato Signature Tail Comb
- (1) Brocato Signature Clips, Set of 4
- (1) Brocato "Go Smooth 2.0" DVD
- (20) Brocato Processing Caps
- (1) Brocato Smoothing Manual

SALON OPPORTUNITY:

£199.00

SALON VALUE:	£253.65
SALON SAVINGS:	22%

