

Cali-Curl Summary

Cali-Curl is a professional texturizing service that gives you on trend beach waves, for 4-6 months. Additionally it adds amazing volume and grip to the hair!

The Founder, Kevin Hoyer, spent 5 years in R&D designing unique patented tools, the Cali-Curl rings, to create the wave shape.

Then he tackled the traditional perm solution. He ended up creating a patent pending thio based waving solution with a greatly reduced odor! There is no lingering perm smell in the salon or in the hair.

The waving solution, when mixed with our unique patented bond repairers that utilize covalent bonds to repair the hair allows the service to be done on virtually all healthy hair types, including color treated and highly lifted hair.



Join the Wave of Opportunity!

Give Your Clients the Beach Waves, Texture and Volume of their Dreams!



After



Before

Diffused Immediately after
Cali-Curl Service using
Bond Therapy Mist and
Anti-Flyaway Serum



After



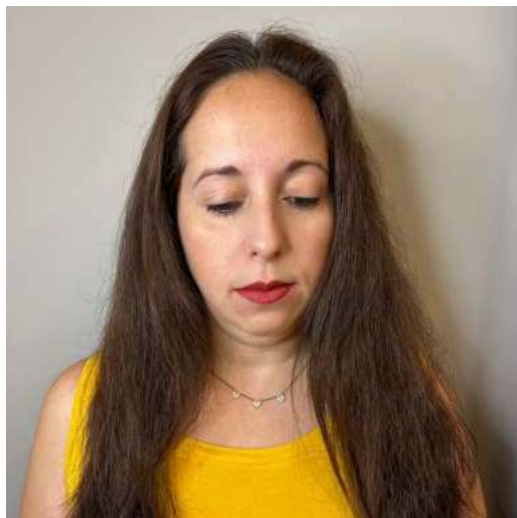
Before



Before



After



Before



After

After











Diffused Immediately after Cali-Curl Service using Bond Therapy Mist and Anti-Flyaway Serum








Before



Stylist Benefits

-  Freshens Up Salon Menu with a New Service that will NOT Cannibalize Other Services
-  45-75 Minutes Service that Lasts for 4-6 Months
-  Average Price Point of \$325-\$350
-  Gives Waves, Volume and Grip
-  Easy to Style and Finish Out - Cuts & Styles like Naturally Wavy Texture
-  Great for Combining with Other Services - Hair Extensions & Blow-Outs
-  Works on Healthy, Chemically Treated Hair, such as High Lift Blondes & Permanent Hair Color
-  Great for Open Air Salons & Small Enclosed Suites - NO Lingering Perm Smell!

Client Benefits

-  Waves, volume & grip
-  Easy Wash & Go Styling
-  Less Daily Heat Use = Healthier Hair
-  Fewer Wash Cycles Typically needed per week
-  Added dimension to hair color for accentuated shine and shadow
-  Low Maintenance style that lasts for 4-6 months. Fades naturally!
-  Affordable professional hair care line focused on conditioning, retaining hair health, while extending the life of the service!

The Ideal Cali-Curl Client is
ALREADY in Your CHAIR!



Extensions



Before



During



After

NOTE: Extensions are typically more porous & will process faster!

The Story of Cali-Curl Began a Little Over 5 Years Ago...

Our founder Kevin & his wife Callie were walking down the street in Washington D.C and a man stopped and asked them how his wife could have Callie's hair.

That one question, kicked off a 5 year journey of discovery with some of the best chemists in the industry, countless hours of R&D and sacrifice to develop and finally bring to market...Cali-Curl!

"Our family & our Cali-Curl family is so excited to bring you Cali-Curl! We designed everything from the service, to the packaging, to the hair care line with your success as our number one focus. Our dream has been to see each one of you be successful with Cali-Curl and to see your clients finally have the Beach Waves of their DREAMS!

We have put our passion, sweat and tears into Cali-Curl striving to perfect our formulas, the service and our message. It is very personal to us and we hope you love it too! "

♥ Kevin and Callie

- 1 Attend One of Our Live Certification Webinars to Learn all of the Tips & Tricks



Getting Started!

- 2 Do Your First Service (or TWO!) on a Mannequin



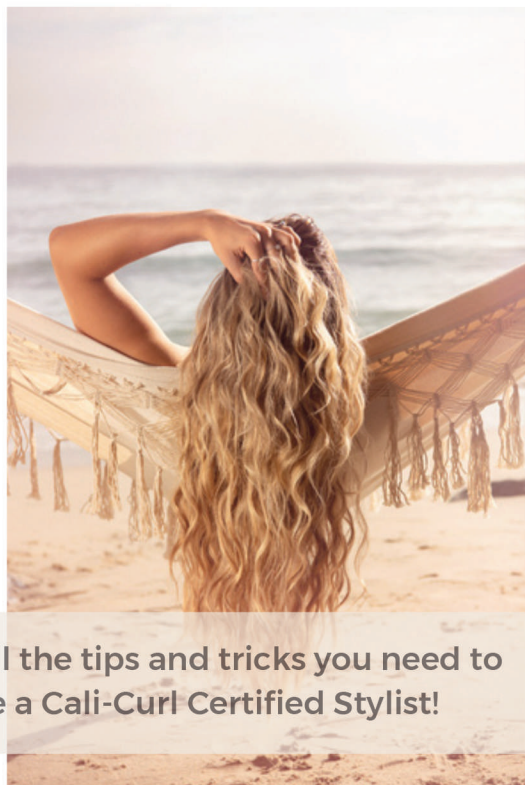
- 3 Then Move to a Friend or Family Member with Healthy Hair with Lower Porosity



HIGHLY RECOMMENDED:

Wait Until You have Mastered the Service Before Doing a Cali-Curl on Your Clients with Higher Porosity such as high lift blondes and extensions

Live CERTIFICATION WEBINAR



Learn all the tips and tricks you need to become a Cali-Curl Certified Stylist!

Register Today!

A Bi-Weekly 90 minute live class with a full step-by-step virtual demo of a Cali-Curl Beachwave done by the Cali-Curl Pros.

Sign up to learn all the tips and tricks you need to know to become a Cali-Curl Certified Stylist!

For a Free Class, Use
Promo Code:
Cali-Curl2022



Financial Potential

The Average Price Point for a Cali-Curl is

The service has a less than 10% cost of goods...

A Potential Profit of over 90%!

Drive the successful addition of the Cali-Curl Service to your salon menu by *bundling all retail products* with the cost of a 1st time Cali-Curl Service.



service & retail bundle

September & October Promotion



Salon "Try Me" Offer

Fully Launch Cali-Curl in Your Salon



Professional Service Support

- 3 Beach Wave System
- 1 CC Small Rings
- 1 CC Medium Rings
- 1 CC Medium+ Rings
- 1 CC Large Rings
- 1 CC Small Foam Diffuser Rings
- 1 CC Medium/Medium + Foam Diffuser Rings
- 1 CC Large Foam Diffuser Rings

Hair Care For Stylist Use (Not for Resale)

- 1 CC Cleansing Shampoo 32 oz
- 1 CC Hydrating Shampoo 10 oz
- 1 CC Protein Infused Conditioner 10 oz
- 1 CC Anti-Flyaway Serum 8 oz
- 1 CC Bond Therapy Mist 8 oz
- 1 CC Bond Therapy Masque 6 oz

Retail Hair Care

- 4 CC Hydrating Shampoo 10 oz
- 4 CC Protein Infused Conditioner 10 oz
- 4 CC Anti-Flyaway Serum 8 oz
- 4 CC Bond Therapy Mist 8 oz
- 4 CC Bond Therapy Masque 6 oz

Buy 3 of Each CC Retail &
Get 1 of Each Free!

24%
Savings!

Potential ROI = \$1200+

Drive the Successful Addition of
Cali-Curl to your Salon Menu by
Bundling all Retail Products with the
Cost of a 1st time Cali-Curl Service!



INTRODUCTORY OFFER



PRIME INTRODUCTORY OFFER

- 3 BEACH WAVE SYSTEMS
- 1 CC SMALL RINGS
- 1 CC MEDIUM RINGS
- 1 CC MEDIUM+ RINGS
- 1 CC LARGE RINGS
- 1 CC SMALL FOAM DIFFUSER RINGS
- 1 CC MEDIUM/MEDIUM+ FOAM DIFFUSER RINGS
- 1 CC LARGE FOAM DIFFUSER RINGS
- 1 CC CLEANSING SHAMPOO 32oz
- 1 CC HYDRATING SHAMPOO 10oz
- 1 CC PROTEIN INFUSED CONDITIONER 10oz
- 1 CC BOND THERAPY MIST 8oz
- 1 CC BOND THERAPY MASQUE 6oz
- 1 CC ANTI-FLYAWAY SERUM 8oz



September & October Promotion

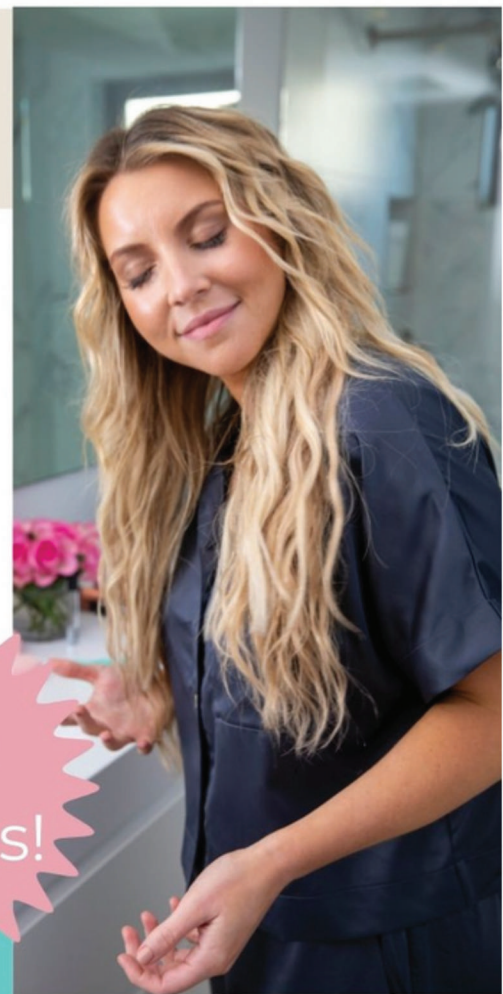


Retail Introductory Offer

Buy 3 of Each CC Retail
& Get 1 of Each Free!

- 4 CC Hydrating Shampoo 10 oz
- 4 CC Protein Infused Conditioner 10 oz
- 4 CC Anti-Flyaway Serum 8 oz
- 4 CC Bond Therapy Mist 8 oz
- 4 CC Bond Therapy Masque 6 oz

25%
Savings!



Extend the Life of the Cali-Curl
Service with the Retail Line!

September & October Promotion



NEW Back Bar Sizes!

32oz Hydrating Shampoo
& Protein Infused Conditioner



Buy 32 oz Hydrating Shampoo &
Get 32 oz Protein Infused Conditioner
50% OFF



Beach Wave System



The Cali-Curl Beach Wave System is a single-use kit designed to be used alongside the Cali-Curl Rings and Foam Diffuser Rings during the Cali-Curl Service.



Cali-Curl Rings

The reusable Cali-Curl Rings are only to be used during a Cali-Curl Service along with the Cali-Curl Beach Wave System and Cali-Curl Foam Diffuser Rings.

Small



Short Hair

Hair Length: 6"-13"

Medium



Medium - Long Hair

Hair Length: 10"-15"

Medium +



Long - Extra Long Hair

Hair Length: 15"-20+"

Large



Long - Extra Long Hair

Hair Length: 15"+

Create a classic Cali-Curl with six rings of the same size or create a Customized Cali-Curl by Mixing-and-matching up to twelve rings in a combination of sizes for various styles.

Ring Size

Choose Based on Hair Length & Desired Vertical Break

Small



Medium



Medium +



Large



Classic Cali-Curl

Done with 6 Rings of the Same Size

VS



Custom Cali-Curl

Done with 6-12 Rings of Various Sizes



With the patented trifecta of tools, waving formulation and the bond repairing system, a Cali-Curl service is truly one-of-a-kind.

Cali-Curl Foam Rings

Cali-Curl Foam Diffuser Rings are specifically designed to use with the Cali-Curl Beach Wave System to hold the hair in place and yield perfectly shaped ends.

Small



Medium/Medium +



Large



Use a Single Foam Diffuser Ring with the Same Size Cali-Curl Ring.
Reusable! Can be used for up to 5 Cali-Curl Beach Wave Services.



Innovative salon & home products that will enhance the Cali-Curl Service, help the wave last longer and create incredible shine & hair health.

Ideal for hair textured by a Cali-Curl Service & naturally texturized hair!

Cali-Curl Backbar - Shampoo & Conditioner

Cleansing Shampoo

32 OZ



- Gentle yet Effective Cleansing Shampoo
- Removes Excess Buildup from Styling Products, Environment & Chemicals
- Maintains the Health of the Hair

Hydrating Shampoo

32 OZ



- Reduces Frizz without Weighing Down the Waves - Leaving Gorgeous and Replenished Locks
- The Creamy Moisturizing Shampoo Leaves Hair Clean & Fresh
- It is suitable for all hair types... especially for processed and textured hair.

Protein Infused Conditioner

32 OZ



- Restore Hair's Strength & Elasticity on ALL Hair Types
- Active Levels of Bond Reparative Properties Help Extend the Life of a Cali-Curl Service
- Keeps Hair Soft, Conditioned, Shining & Strong

FOR USE BEFORE A CALI-CURL BEACH WAVE SERVICE ON RESISTANT HAIR ONLY

Looking for Additional Information on the Cali-Curl Product Line & How to Use Them?

Scan the QR Code on the Packaging for More Information

Cali-Curl Hair Care

Hydrating Shampoo

10 OZ



- Reduces Frizz without Weighing Down the Waves - Leaving Gorgeous and Replenished Locks
- The Creamy Moisturizing Shampoo Leaves Hair Clean & Fresh
- It is suitable for all hair types... especially for processed and textured hair.

Use Every Wash

Gently Massage into Scalp, Then Rinse Clear

Protein Infused Conditioner

10 OZ



- Restore Hair's Strength & Elasticity on ALL Hair Types
- Active Levels of Bond Reparative Properties Help Extend the Life of a Cali-Curl Service
- Keeps Hair Soft, Conditioned, Shining & Strong

Use Every Wash

Distribute Throughout Clean Hair, Then Rinse Thoroughly

Bond Therapy Masque

6 OZ



- Lightweight Formula with Bond Restorative Properties Helps Repair, Strengthen & Moisturize to Create Visible Shine and Hair Health
- Luxurious Deep Conditioning and Patented Bond Reparative Masque Formulated for At Home Use
- Excellent for Hair that is Compromised or Damaged in Any Way
- Suitable for Color Treated, Textured & Dry/Damaged hair

Use Every 3 Washes in

Lieu of Regular Conditioner

Leave on for 5-10 Minutes

Cali-Curl Style Support

Anti-Flyaway Serum

8 OZ



- Color Safe Serum is Specifically Designed for Wavy & Curly Hair but can be used on a Range of Hair Types
- Daily-Use Lightweight Serum with a Little Bit of Hold
- Similar to a Leave in Conditioner
- Designed to Tame Flyaway Hair Through Active Bond Repairing Ingredients
- EXCELLENT for Lightly Casting Curls - with NO CRUNCH & NO FLAKE Results

Ideal For:

- Wash Day to Set Wave Pattern
- Refresh Waves - Redefine Specific Sections
- Extra Moisture Between Wash Days

Bond Therapy Mist

8 oz



- A Daily-use Sprayable Patented Bond Repair Primer that Detangles, Protects & Strengthens the Hair.
- Lightweight Formula Covers Evenly, Offers Heat Protection, Helps Hair Dry Faster & Offers a Beautiful Volumizing Effect.
- Foundational Starter for All Hair Types
- Use on Day-1 & Between Shampoos to Refresh Waves to Create Vibrant Beach Waves

Ideal For:

- Wash Day for All Over Protection
- Refresh Waves - All Over Definition
- Extra Volume & Protection Against Elements

ALL Cali-Curl Retail Products Are Specially Formulated to Extend the Life of the Cali-Curl Service & Work to Enhance the Signature Cali-Curl Wave Pattern

Styling the Waves is Critical After a Wash!

Cali-Curl creates effortless Beach Waves, BUT basic styling is critical!

While hair is still really wet after a Shampoo & Condition:

1. Comb Through with a Wide Tooth Comb
2. Scrunch Large Sections of Hair. Focus on Scrunching the Water Out of the Wet Hair.
3. To Protect the Hair Against the Elements Spray Bond Therapy Mist Generously All Over the Hair
4. Apply Very Generous Amounts of Cali-Curl Anti-Flyaway to Create a Cast in the Hair. Apply Product by Scrunching it into the Hair in Large Sections Mimicking the Sections from the Ring Placement
5. Optional Towel Dry: Scrunch Hair Within a Towel. Focus on Deliberate Movements and Scrunch until the Towel Fills with Water.
6. Make a Decision on Whether to Air Dry or Diffuse.



For Best Results:
Scrunch & Apply
Products to Wet Hair
& Do NOT Over
Manipulate Hair



Limited Style
Support after Cali-Curl



Style Support as
Recommended
after same Cali-Curl
(4 Weeks Later)

Wavy Hair Do's & Don'ts

Do's

- Do** Scrunch Product into Hair to Help Set the Wave Pattern
- Do** Use a Wide Tooth Comb When Detangling Hair
- Do** Detangle Hair After Using Conditioner When the Hair is Moisturized to Limit Breakage & Help the Wave Pattern to Set
- Do** Make Purposeful Movements when Scrunching, Applying Products or Diffusing to Help the Wave Pattern to Set in Larger Clumps
- Do** Keep Hair Moisturized by Using the Bond Therapy Masque Regularly & Styling Generously with Anti-Flyaway Serum & Bond Therapy Mist
- Do** Put Your Hair Up at Night or Sleep on a Silk Pillowcase to Reduce Friction on Hair

Don'ts

- Don't** Expect the Wave to Appear Without Some Help: Use Cali-Curl Products As Instructed on Wash Days & to Refresh the Wave Pattern
- Don't** Brush or Comb Dry Hair: This is Undue Friction on the Hair and Can Cause Breakage and Create Frizz & Uneven Wave Pattern
- Don't** Try to Detangle Dry Hair: To Limit Breakage Only Detangle with a Wide Tooth Comb After Hair has been Conditioned or Sprayed Liberally with Bond Therapy Mist.
- Don't** Over Manipulate Hair: Make Purposeful, Slow Movements When Applying Products, Scrunching Hair, Using a Towel or Diffusing. Over Manipulation will Create a Stringy Wave Pattern

General Service Guidelines

Common Questions

How Long After a Color Service Before I Can Do a Cali-Curl Service?

Two Weeks: We recommend waiting two weeks before and after a Cali-Curl Service to do ANY OTHER Chemical Service.

How Long After a Cali-Curl Before I can Wash My Hair? A Shampoo & Condition is part of the service so we tell clients that they can resume their normal wash cycle! However, since their hair was just washed we find that most clients wait a day or two.

Heat Rules

- Wait 10-14 Days After a Cali-Curl Before Straightening the Hair with a Straightener or a Blow Out
- Wait 2-3 Days Before Applying a Curling Iron & Trying Out the Benefit of Additional Hold
- Choose to Either Diffuse or Air Dry? Air Dry the Hair for the Classic Beach Wave Look or Diffuse for More Definition & Volume

Refresh Day 2 (or 4) Hair!

1.



Spray Bond Therapy Mist Generously All Over And Scrunch into Large Clumps of Hair

Then Put a Generous Amount of Anti-Flyaway Into Your Palms, Rub Them Together and Scrunch the Lightweight Serum into the Specific Sections that Need More of a Refresh

2.



3.

Optional: To Create More Defined Waves, choose 1/2-3/4 inch Sections, Coat Anti-Flyaway Serum on the Hair, Then Twist It Around A Finger in an Upward Motion and Then Slowly Let the Ribbon Go. Repeat in a Handful of Section Around the Head

Finally, Give the Head a Good Shake to Break Up the Waves for a Natural Vibe!

4.



Recreational Water Support

Before Spending a Day at the Beach, Lake or Pool...

Add Additional Moisture to the Hair to Protect It with Anti-Flyaway!

Work a Generous Amount of Anti-Flyaway into the Hair. Then Place the Hair in a Bun or Create a Balloon Ponytail.

The Goal is to Keep Hair from Tangling!



Thank you!

For Joining Us On This Wave Of Opportunity!

For More Information Visit:
www.Cali-Curl.com



Cali.Curl
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Introducing

