



As I AM[®]



BEAUTIFUL COILS
& CURLS. NATURALLY



ABOUT US

As I Am® was formulated to understand the needs of natural hair. No matter where you are on your journey, you will find the As I Am® collection offers quality products that provide uncompromising performance

CLASSIC- Achieve beautiful coils and curls, naturally. Our As I Am® Classic Collection is the foundation for all your hair needs. Crafted from nature and curated by science - this line blends favourites like coconut oil and shea butter with turmeric, tangerine, and beetroot. Natural tresses are left nourished, strengthened, and defined from the roots to the ends

JAMAICAN BLACK CASTOR OIL- Our JBCO Collection is formulated using the best nanotechnology. Each product is enriched with Jamaican Black Castor Oil, Vitamin C and more. This collection prevents and repairs whilst increasing blood flow to the scalp, supplying valuable nutrients to the hair follicles. It is perfect for all hair types.

LONG & LUXE- Rejuvenate your scalp for healthier and longer hair. As I Am® Long & Luxe collection, infused with pomegranate and passion fruit, is a range of products designed to promote healthier scalp, leading to stronger roots and longer and stronger hair. The Long & Luxe collection is designed for consumers with natural hair type 3 & 4.

BORN CURLY- Formulated for babies and children with curly, coily and wavy textured hair with nourishing and moisturising properties to suit children's hair. These products are

gentle enough for daily use and help to strengthen and protect against breakage.

DRY & ITCHY SCALP CARE- Dry & Itchy Scalp Care is specifically formulated with Olive & Tea Tree Oil, soothes dry and itchy scalp, detangles hair, improves ease of combing and moisturises hair and scalp.

CURL COLOR- Curl Color is a range of colour gels that give a medium hold for perfect curl definition. All Curl Color products are infused with Jamaican Black Castor Oil to moisturise and strengthen your curls.

RICE WATER- Formulated to strengthen and Moisturise the hair and scalp, it fights hair breakage while supplying the hair with special nutrients. Promotes hair growth. Infused with Forbidden Black Rice Water, Biotin, Saw Palmetto, Phytosterols, Ceramide, Copper Tripeptide, and Inositol. For ALL hair types.

ROSEMARY- Elevate your hair care routine with the As I Am Rosemary collection, inspired by the timeless medicinal virtues of Rosemary, known to stimulate hair growth. Infused with Melatonin, Copper Tripeptide & Ceramide, our skincare-inspired line is crafted to boost hair density.



THE ROSEMARY COLLECTION

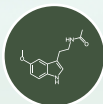
SKINCARE FOR HAIR WITH MELATONIN,
COPPER TRIPEPTIDE, & CERAMIDE



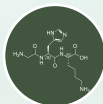
ROSEMARY



PEPPERMINT



MELATONIN



COPPER TRIPEPTIDE

Our Rosemary penetrates the scalp faster than every brand because we use sub-micron technology
Our Rosemary is a vasodilator, it dilates blood vessels and improves blood flow to the scalp
10% Rosemary Oil = more effective than the 2% Minoxidil!
Our Rosemary is sourced from India



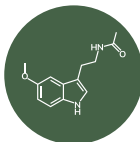
ROSEMARY OIL

- Our Rosemary penetrates the scalp faster than every brand because we use sub-micron technology
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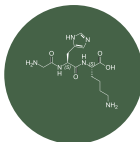
PEPPERMINT OIL

- Helps with scalp itchiness
- Natural scent
- Cooling sensation of Peppermint



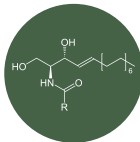
MELATONIN FOR HAIR

- Improves hair thickness and density.
- Clinical studies reveal that Melatonin is a preventative treatment for alopecia and hair loss.
- Delays hair aging.



WHY COPPER TRIPEPTIDE?

- Strengthens hair follicles.
- Fun fact: it is a skincare ingredient, helps with skin elasticity, therefore, increases hair elasticity.
- Promotes hair growth



CERAMIDES. THE HAIR BODYGUARD!

- Skincare for hair
- Keeps moisture inside
- Build the scalp barrier
- Maintain scalp moisture
- Strengthens existing hair!

SUB-MICRON TECHNOLOGY EXPLAINED

Sub-Micron Tech = Seriously Small Particles!

Super Penetration: Allows ingredients to dive deep into your skin and scalp
Sub-micron means they're tinier than tiny (like, microscopic!).

Sub-micron technology allows a better penetration of key ingredients into the hair and scalp.
This helps strengthen the natural protective layer on your scalp, providing better protection against factors such as damage or irritation. This technology employs an emulsifying system that blends oil and water to facilitate a better penetration of key ingredients.



AS I AM ROSEMARY WATER

16fl oz

This Rosemary-infused spray is designed to enhance hair density. It strengthens and moisturizes both hair and scalp. Formulated with sub-micron technology to improve the scalp's protective barrier. Maintains the pH balance of hair and scalp. Infused with the soothing aroma of Rosemary and Peppermint Oil.

BENEFITS

- This spray fortifies hair, increasing strength by 30%.
- Provides moisture, benefiting both hair (up to 36%) and the scalp (up to 55%).
- It reduces Scalp Transepidermal Water Loss by 31%: it retains moisture within the scalp, maintaining a higher hydration level.
- Rosemary-infused water helps to balance the scalp's pH, making combing easier with a remarkable 39% reduction in effort and improving detangling by up to 37%.

HOW TO USE: Spray on scalp and massage. Apply at least twice a day to rehydrate dry hair. Shake before use.



AS I AM ROSEMARY SHAMPOO

8fl oz

A Rosemary infused flash foam shampoo. Strengthens hair. Moisturizes hair and scalp. Uses sub-micron technology to improve the scalp's protective barrier. Also balances the scalp's pH. Provides a soothing aroma of Rosemary and Peppermint Oil.

BENEFITS

- Strengthens hair up to 29%.
- Moisturizes hair up to 24%.
- Moisturizes scalp by 77%.
- Reduces Scalp Transepidermal Water Loss by 12%.
- Reduces Scalp pH, decreasing from 5.98 to 5.43.

HOW TO USE: Wet hair. Adjust the nozzle and apply to the scalp section by section. Massage the scalp to lather. Apply to the lengths of the hair. Leave it on for a few minutes before rinsing. Follow with As I Am Rosemary Conditioner.





AS I AM ROSEMARY CONDITIONER

8 fl oz

This Rosemary infused conditioner strengthens hair. Moisturizes hair and scalp. Uses sub-micron technology to improve the scalp's protective barrier. Also balances the scalp's pH. Provides a soothing aroma of Rosemary and Peppermint Oil.

BENEFITS

- Strengthens hair up to 32%.
- Moisturizes hair up to 33%.
- Moisturizes scalp by 87%.
- Reduces Scalp Transepidermal Water Loss by 8%.
- Reduces Scalp pH, decreasing from 5.78 to 5.27.
- Eases combing up to 50%.
- Eases combing up to 29%.

HOW TO USE: Apply a generous amount to hair and scalp. Comb through to distribute. Leave it on for 15 minutes before rinsing.



AS I AM ROSEMARY OIL

2 fl oz

This blend of oils enhances hair density. Improves the scalp's protective barrier. Strengthens hair. Moisturizes hair and scalp. Provides a soothing aroma of Rosemary and Peppermint Oil.

BENEFITS

- Strengthens hair up to 21%.
- Moisturizes hair up to 30%.
- Moisturizes scalp up to 117%.
- Decreases the Scalp Transepidermal Water Loss by 20%
- Eases combing up to 50%.
- Improves detangling up to 66%.

HOW TO USE: For Curly and Coily Hair, massage the oil daily from scalp to ends, then wrap with a heated, wet towel for 20 minutes without rinsing. For Straight and Wavy Hair, apply the oil nightly and shampoo in the morning.





AS I AM ROSEMARY OIL STYLING MOUSSE

8 fl oz

This Rosemary infused Styling Mousse provides crunch-free, flexible hold.

Leaves the hair soft, shiny, and moisturized. Contains amino acids to strengthen and thicken the hair. Has a soothing aroma of Rosemary and Peppermint Oil. Includes a foaming pump dispenser for easy application.

Helps fight hair frizziness

BENEFITS

- Strengthens hair up to 30%.
- Moisturizes hair up to 30%.

HOW TO USE: Shampoo and condition hair. Apply and comb mousse throughout hair. Proceed to style hair into desired style such as twists, wash & go, or roller sets. Dry hair.



AS I AM ROSEMARY EDGE CONTROL

2 fl oz

This Rosemary infused gel helps support healthy looking edges. Long-lasting hold. Strengthens, thickens, and elongates the hair. No flaking. Has a soothing aroma of Rosemary and Peppermint Oil.



BENEFITS

- Strengthens hair up to 26%.
- Moisturizes hair up to 57%.

HOW TO USE: Apply a small amount along the hairline. Using fingertips or comb, smooth down hair onto the scalp. Apply more product for a stronger hold.



As I Am®

THE ROSEMARY COLLECTION



Global Animal Test Policy



COMING SOON



As I Am®

RICE WATER

Infused with Forbidden Black Rice Water, Biotin, Saw Palmetto, Phytosterols, Ceramide, Copper Tripeptide, and Inositol.

Promotes Hair Growth.
Prevents Hair Loss.
Fights Hair Breakage.



Global Animal Test Policy



AS I AM INTRODUCES THE RICE WATER COLLECTION

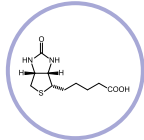
Formulated to strengthen and moisturize the hair and scalp, it fights hair breakage while supplying the hair with special nutrients.

Supplies the hair with beneficial nutrients to help grow hair, prevent hair loss and fight hair breakage. The Rice Water Collection is great for all hair types and textures. It won't cause protein overload and it's great for both low and high porosity hair. It works to deeply Moisturise and detangle with these key ingredients:



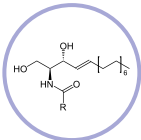
FORBIDDEN BLACK RICE WATER

Used for centuries for its medicinal benefits, it's rich in antioxidants and widely beneficial for hair loss



BIOTIN

Stimulates keratin production in the hair



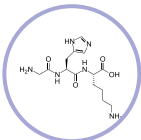
CERAMIDE

Helps strengthen damaged, brittle strands and makes hair smoother and healthier



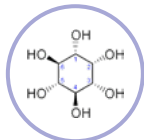
SAW PALMETTO & PHYTOSTEROLS (BETA-SITOSTEROL)

Added to reduce inflammation and strengthen hair follicles while helping to reduce shedding and thinning of hair



COPPER TRIPEPTIDE

Stimulates hair growth by increasing hair follicle size for thicker and fuller hair



INOSITOL

Reduces excessive hair shedding, and helps promote healthy hair growth



RICE WATER

16 fl oz. / 454g

A moisturizing and strengthening spray for healthy looking hair. Made with Forbidden Black Rice Water, Biotin, Saw Palmetto, Inositol, and Ceramide. As I Am Rice Water uses sub-micron technology for stronger hair. Locks moisture into the scalp and hair. Improves the scalp's protective barrier. Also contains Betaine, Copper Tripeptide, Inositol, and Beta-Sitosterol. Inspired by Yao Women in China, who use Black Rice Water as a part of their daily hair growth routine. Continues to improve strength with regular use. Helps to ease both wet and dry combing. Great for Wash n Go's & Twist Outs.

BENEFITS

- Moisturizes hair up to 30%.
- Strengthens hair up to 123%.
- Eases wet combing up to 31%.
- Improves wet detangling up to 57%.
- No Protein Overload.
- Odour Free. Fragrance Free.
- For All Hair Types.

HOW TO USE: Use daily to rinse shampoo, conditioner, or stylers from hair. A shower water substitute. Spray and gently massage into scalp twice a day. Use several times daily to refresh and rehydrate dry hair. Shake before use and spray.





RICE WATER MICELLAR SHAMPOO

8 fl oz. / 227g

A flash foam shampoo that moisturizes and cleanses hair. Formulated with Forbidden Black Rice Water, Biotin, Inositol, and Saw Palmetto. As I Am Rice Water Micellar Shampoo uses sub-micron technology for stronger hair. Also made with Ceramide, Beta-Sitosterol, Copper Tripeptide, and Betaine. Leaves the hair and scalp feeling healthy and clean. Terrific for protective styles and locks.

BENEFITS

- Moisturises hair up to 21%.
- Strengthens hair up to 124%.
- Eases wet combing up to 55%.
- Improves wet detangling up to 51%
- Improves the scalp's protective barrier.
- Helps ease both wet and dry combing.
- For all hair types.

HOW TO USE: Wet hair, adjust the nozzle orifice and point the tip of the nozzle to the targeted scalp area section by section, while squeezing the bottle for product delivery. Gently massage the scalp and then hair to produce rich lather. Rinse and proceed to conditioning your hair.



RICE WATER MICELLAR CONDITIONER

8 fl oz. / 227g

A conditioner that moisturizes the hair and scalp. Formulated with Forbidden Black Rice Water, Biotin, Inositol, and Saw Palmetto. As I Am Rice Water Conditioner uses sub-micron technology to strengthen hair strands. Also made with Beta-Sitosterol, Ceramide, Copper Tripeptide, and Betaine. Leaves the hair and scalp feeling and looking healthy. Helps ease both wet and dry combing.

BENEFITS

- Moisturizes hair up to 29%.
- Strengthens hair up to 127%.
- Eases wet combing up to 26%.
- Improves wet detangling up to 34%.
- For all hair types

HOW TO USE: Apply the conditioner to hair and scalp and gently massage. Leave on for 15 mins. Rinse and proceed to style hair.





CLASSIC COLLECTION

HYDRATE, DEFINE, SHINE!

Containing natural ingredients like Shea Butter & Coconut Oil to hydrate, define, condition & shine.



AMAZING PRODUCTS FORMULATED JUST
FOR NATURAL-TEXTURED HAIR.



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COCONUT COWASH

16 fl.oz / 454g

CoWashing (Conditioner Wash) is the best way to cleanse your curly hair on a regular basis without disturbing the natural biological balance. Our light no-suds conditioning cream gently removes the optimal amount of scalp sebum, residue, or product buildup leftover from styling products.

The As I Am Co Wash is the perfect gentle cleanser to maintain your natural curls, coils, and waves in between wash days. This Cowash is different from any other because it contains a special blend of natural ingredients that work to promote healthy hair growth from the follicular level.

BENEFITS

- Spreads easily throughout hair
- Gently cleanses hair and scalp
- Maintains moisture, adds more moisture and helps hair retain moisture until your next cleanse.
- Makes detangling a breeze. Eases combing by 55%.
- Rinses easily from hair.
- Helps promote a healthy environment for hair growth
- Gentle enough for daily use. Safe for colour-treated hair



HOW TO USE: 1. Wet hair thoroughly 2. Rub a liberal amount within palms and distribute throughout hair 3. Work product through hair and massage scalp with fingertips as you would a conventional shampoo 4. Carefully detangle hair with a wide-tooth comb 5. Rinse well 6. Repeat only if necessary to remove excessive product build up or for further scalp cleansing. 7. Follow with conditioning. Use either As I Am® Hydration Elation Intensive Conditioning Treatment or As I Am® Leave-In Conditioner.



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CURL CLARITY SHAMPOO

8 fl oz. / 237 ml

This curly hair sulfate-free shampoo gently removes sebum, dirt, build up and environmental impurities from the hair and scalp and will not strip it of the precious natural moisture that makes it thrive. Leaves behind moisture, preventing hair from becoming dried out, rough-looking and unmanageable. Safe for color-treated hair. Eases combing and detangling significantly, making it the best shampoo for curly hair.

BENEFITS

- With Coconut, Amla, & Tangerine
- Gently Cleanses Curly Hair
- Eases Combing by 62%.
- Detangling of Curls made easier by 78%.

HOW TO USE: 1. Wet hair thoroughly 2. Gently massage into lather throughout hair and scalp 3. Rinse well. Repeat if necessary 4. Follow with conditioning. Use either As I Am® Hydration Elation Intensive Conditioning Treatment or As I Am® Leave-in Conditioner 5. Use as needed on an intermittent basis with other As I Am® cleansers: Cleansing Pudding Sulfate-Free Moisturising Cleanser for the Hair & Scalp and Coconut CoWash Cleansing Conditioner.

Immediately after clarifying is the perfect time to experience intense conditioning with As I Am® Hydration Elation Intensive Conditioner



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LEAVE-IN CONDITIONER

8 fl oz. / 237 ml

A great leave-in is a vital first step in styling. Use the As I Am® Leave-In Conditioner after cleansing and conditioning. Your finished style will be softer, shinier and more manageable. This natural wonder keeps tangles away and provides a great foundation for natural styling. It contains an organic strengthening agent, plus natural ingredients that promote hair growth.

BENEFITS

- Eases wet combing
- Helps strengthen hair
- Seals the cuticle layer
- Supports healthy hair growth
- Adds moisture and shine
- Prepares your hair for styling
- Especially beneficial if custard, gel or setting cream is to be applied for final styling
- Detangling made easier by 80%
- Curl durability increases x5
- Ease of combing improves by 65%
- Strength of hair increases by 9% (after 1 use)

HOW TO USE: 1. Apply liberally to clean, wet detangled hair 2. Distribute well throughout entire head hair, from root to tip 3. Comb through to maintain tangle free alignment 4. Proceed to style





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HYDRATION ELATION

8fl oz. / 227g

This deep-hydrating and fortifying conditioning treatment is a must for strong, shiny, soft, springy curls and coils. Hydration Elation is a rich penetrating conditioner consisting of an exceptional composition of extracts of Coconut, Sugar Cane, Green Tea, Apple, Lemon, Shea Butter, Vitamin E and proven hair fortifiers.

BENEFITS

- Moisturizes deep within the hair shaft
- Smooths and aligns cuticle layer
- Strengthens weak areas and repairs split ends
- Promotes shine
- Infused with pure herbal ingredients that stimulate the scalp and hair roots
- Helps promote healthy hair growth from the follicular level
- Enhances manageability and overall hair health
- Ease of combing increased by 60%.
- Detangling made easier by 75%.

Treat your hair every 2 to 3 weeks (or even more frequently, depending upon the condition of your hair and what you do to it).

HOW TO USE: 1. First, cleanse your hair with Coconut CoWash. 2. Distribute Hydration Elation throughout hair 3. Leave on 15 – 30 minutes, wearing a plastic cap. 4. Optional: Allow conditioner to penetrate under a warm hood dryer for the deepest treatment. 5. Remove cap, add a bit of water, and then carefully detangle hair. 6. Rinse thoroughly.



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DOUBLE BUTTER CREAM

8oz. / 227g

Moisture is essential for great natural coils and curls. When your hair feels a bit rough and dry, and looks that way too, this is the jar to reach for. The power packed As I Am® DoubleButter Cream is a rich emollient blend, graced with the finest array of natural butters and organic oils. It gets the job done.

BENEFITS

- Locks in moisture
- Gives dull dry hair softness, shine and manageability
- Contains Pro-vitamin B5, (known as Panthenol), to help repair split ends and strengthen hair
- Provides dehydrated hair with what it needs to look and behave its very best

HOW TO USE: 1. Apply sparingly or liberally depending upon your hair's need for moisture, manageability and vitality. 2. Rub within palms and scrunch onto hair gently so that coils and curls are undisturbed. 3. May also be used to set soft lustrous twists and twist-outs.

TIPS: 1. Try using a little As I Am® DoubleButter Cream along with the JBCO Smoothie for in-between re-twist touch-ups. 2. Don't rub oils and butters into your finished style too vigorously. It can disturb coil/curl definition. Instead, rub the product between the palms of your hands, then massage throughout the hair and scrunch onto the ends. 3. Don't overuse. A build-up of emollients can work against your natural curl definition, and instead of looking shinier, your hair may appear dull and matted.





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CURLING JELLY

8fl oz. / 227g

Great for wash & go styling. Curling Jelly produces hi-definition coils and curls, with buoyancy and vibrancy. Whatever your hair length, your style will be distinctly beautiful and will hold its definition for days. Contains natural ingredients your hair loves and none of the ingredients it doesn't.

BENEFITS

- Defines coils and curls
- Minimises frizz
- Reduces shrinkage and enhances stretch
- Locks in precious moisture as you harmonize your coils
- Formulated with nature's best Moisturisers and curl boosters
- 72% curl retention after 5 hours in high humidity



HOW TO USE: 1. Use after cleansing and conditioning your hair. (Do not towel dry or blot after your final rinse.) 2. Apply As I Am® Leave-In Conditioner liberally, according to instructions; This will help prevent flaking once hair is dry. 3. Apply Curling Jelly to detangled hair while it is still soaking wet, to small sections, from root to tip. Spray with water if hair begins to dry before you're done. 4. To define your coils/curls, you may finger rake, comb through with a wide-toothed comb (Shingle), or finger style. 5. Air drying is recommended. You may use a hood dryer on the low setting if time or weather is an issue. 6. Fluff, separate or arrange your coils to style, only after hair is completely dry. 7. For added moisture, scrunch DoubleButter Cream onto hair.



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COCOSHEA SPRAY

4fl oz. / 120ml

Natural textured hair likes nothing better than rich conditioners produced by nature. Coconut Oil and African Shea Butter are sure favorites! Coconut Oil has been a hair beautifier since ancient times because of its quick absorption and ability to produce amazing shine. And who doesn't adore Shea Butter? Both oils, however, can be a bit challenging to soften and work into the hair. Now, via the wonders of submicron technology, a most beautiful blend of these rich emollients can now be sprayed on or easily massaged in. Oh, how special!

BENEFITS

- Nourishes, softens and boosts shine
- Hydrates the hair shaft
- Seals -in moisture
- Helps protect against weather damage
- Moisturises the scalp
- Concentrated and easy to use.

HOW TO USE: 1. Spray into palms and massage into hair. 2. May be used as a leave in treatment, as a companion product for twisting, or for general daily hair care and maintenance.



TIPS: 1. It's best to spray the Cocoshea Spray into the palms first, and then massage it throughout the hair. Spraying directly on your hair can cause the oils to land as droplets and result in an excessive deposit of the natural oils. 2. Use Cocoshea Spray whenever you would normally use Shea Butter and/or Coconut Oil. The submicronisation of the oils makes them penetrate your strands more readily and smooth along the cuticles in a nice thin, even, shiny layer.



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SO MUCH MOISTURE

8 fl oz. / 237 ml

A modern customized glycerin-infused Moisturiser for severely dehydrated hair. Natural textured hair is beautiful hair, but it also tends to lack moisture.

When hair is dehydrated, it looks dull, feels rough, is difficult to style and resists efforts to define the coil pattern. So Much Moisture is a glycerin-rich formula, enhanced with natural botanical extracts, providing deep hydration and incredible softness. It also contains royal jelly, a natural substance collected from queen honeybees, known for moisturizing hair and rejuvenating the scalp.

BENEFITS

- Deeply hydrating
- Provides incredible softness
- Enables very easy root lifting when styling with a styling pick
- Allows great stretch to better reflect length of hair. (Free-textured styles like puff, fro/hawks and afros are bigger and better!)

HOW TO USE: For undefined textured styling, when coil definition is not a key element, (e.g. afros, pony puffs, frohawks, etc.) • Pump into palms and gently massage throughout clean, conditioned hair • Apply on hair nearest the scalp to: **1.** Ease lifting with styling pick. **2.** Add lots of fullness. **3.** Discourage shrinkage. **4.** Can be re-applied daily or whenever needed.

For moisturising coil-defined styles

1. Cleanse with one of the As I Am® cleansers and apply As I Am® Leave-In Conditioner. **2.** Distribute a small amount of So Much Moisture throughout hair. **3.** Proceed to style as usual. Keep in mind that after application, you will need a Twist Cream or Gel to define and hold your coil pattern. **4.** For daily use, refrain from over-applying if your desire is to retain coil definition.



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SMOOTHING GEL

8oz. / 227g

Whenever you want your hair to lay down, reach for this superb smoother.

Unlike the average gel, it doesn't contain harsh ingredients. Instead, it's made with organics which do the job, but in a gentle, healthy way. Great for smoothing the hairline or other areas of your hairstyle where you desire sleekness.

BENEFITS

- Provides a secure hold
- Moisturizes
- Adds shine
- Rinses easily from the hair when it's time to cleanse
- Reduces dryness, harshness and roughness.
- 47% hair moisture increase in high humidity

HOW TO USE: **1.** Best if applied to clean, damp hair. Use a spray bottle to dampen hair if necessary. **2.** Apply gel and smooth down, using your fingers or a soft natural bristle brush. **3.** Allow hair to dry completely before touching it again. **4.** For next day refreshing, dampen the area where the gel was applied, and smooth.

TIPS: **1.** The cleaner your hair is when you apply the Smoothing Gel, the better the results... more hold, more shine. **2.** The less oil on your hair, the better the hold. **3.** The gel can be easily re-activated by smoothing with damp fingers. **4.** To reinforce the hold, tie a scarf or place a wide headband on your hair for several minutes. **5.** Do not "disturb" the hold by combing or brushing the smoothed-down hair once it is dry. **6.** Apply the Smoothing Gel to the hairline for twisted, off-the-face and head-banded styles or smooth your entire crown, nape and/or sides for a fabulous puff or 'frohawk' look.





As I Am®

RESTORE & REPAIR

THE JAMAICAN BLACK CASTOR OIL COLLECTION
WITH VITAMIN C, AND VITAMIN E.



Global Animal Test Policy



JAMAICAN BLACK CASTOR OIL WATER

16fl oz. / 473 ml

Perfect for Refreshing Dry Hair. Our JBCO Water features a special nano-formula that allows better penetration of Jamaican Black Castor Oil with Vitamin C & Vitamin E into the fibre, increasing hair fibre strength. Adds sheen and prevents frizz. May also be used for Wash n Go's & Twist Outs.

BENEFITS

- Lightweight nano formula.
- Boosts and locks moisture needed to maintain healthy hair.
- Perfect for refreshing dry hair. Nano-formula delivers JBCO, Vitamin C, and Vitamin E into the cortex, which increases strength.
- Adds sheen and prevents frizz.
- May also be used for Wash n Go's & Twist Outs.
- Detangles fibres and reduces combing damage while repairing & restoring hair for better growth.
- Eases combing by 32%
- Reduces breakage by 95%
- Improves moisture by 19.84% (better than regular water)

HOW TO USE: Use as a replacement of regular shower or tap water. Wet and rinse hair using only JBCO Water. Use before applying any shampoos or conditioners. Use daily to rewet dry hair or use before styling to refresh moisture content, strengthen and detangle fibres. Great for dry skin and hands. Spray generously and shake well before use.





JAMAICAN BLACK CASTOR OIL COWASH

16fl oz. / 473 ml

A refreshing system to fight dry hair. As I Am® JBCO Cowash cleanses and conditions while detangling and moisturising with a special blend of natural ingredients that works to promote healthier hair lengths and a healthier scalp. This unique nano-blend of ceramides and Jamaican Black Castor Oil targets every hair strand for an even distribution of castor oil to help repair and restore hair & scalp health.

BENEFITS

- Effectively cleanses hair and scalp without sulfates and harsh detergents.
- Hydrates dry hair for more vibrant, manageable natural coils and curls.
- Increases hair moisture by 12% after one application
- Improves ease of combing by 29%
- Makes detangling of coils and curls easier by 37%
- 4% increase in hair strength after one use



HOW TO USE: Wet hair thoroughly. Rub a liberal amount between palms and distribute throughout hair. Work product through hair and massage scalp with fingertips as you would a conventional shampoo. Carefully detangle hair with a wide-tooth comb. Rinse well. Repeat only, if necessary, to remove excessive product build up or for further scalp cleansing. Follow with conditioning.



JAMAICAN BLACK CASTOR OIL SHAMPOO

12fl oz. / 355ml

This creamy rich texture comes from a special formula infused with fibre strengthening ceramides and Jamaican Black Castor Oil using nanotechnology. This special blend will repair and restore hair and scalp health by detangling and strengthening hair fibres and cleansing the scalp without stripping moisture.

BENEFITS

- Cleanses hair and scalp gently.
- Detangles coils & curls and reduces combing damage thereby strengthening hair for longer hair lengths.
- Reduces breakage by 96%
- Makes detangling of coil & curls easier by 32%
- Hair strength improves 6%

HOW TO USE: 1. Rub ample amount of shampoo between palms and gently lather through wet hair. 2. Massage hair and scalp, leave on for five minutes and rinse thoroughly. Repeat if necessary.





JAMAICAN BLACK CASTOR OIL CONDITIONER

12 fl oz. / 355ml

Provides moisture and strength while detangling and strengthening fibres to help repair & restore hair & scalp health after cleansing. Vitamin E and Vitamin C work together to provide nourishment to your hair and scalp and detangle coils and curls. For best results use with As I Am® JBCO Shampoo.

BENEFITS

- Increases hair moisture by 10.3% after first wash
- Ease of combing improves by 43%
- Makes detangling of coils and curls easier by 43%
- Reduces breakage by 90%

HOW TO USE: Distribute conditioner throughout hair. Leave on 15-20 minutes. Carefully detangle and rinse thoroughly. For Deep Treatment: Distribute conditioner throughout hair. Put on a plastic cap. Leave on 15-20 minutes under a hooded dryer. Dampen hair if it gets too dry. Remove cap, carefully detangle, and rinse thoroughly. Conditions the hair. Reduces tangles and combing damage, thereby strengthening hair for longer hair lengths.



JAMAICAN BLACK CASTOR OIL LEAVE-IN CONDITIONER

8 fl oz. / 237ml

Eases wet combing and detangling while adding moisture and shine to fibres to repair and restore hair fibre health. An essential pre-styling product, As I Am® JBCO Leave-In Conditioner is a must use before the As I Am® JBCO Smoothie or JBCO Curling Crème to avoid flaking. If you are looking for that extra hydration boost, combine with As I Am® JBCO Water.

BENEFITS

- Increases hair moisture by 42% after one application
- Improves ease of combing by 40%
- Makes detangling of coils and curls easier by 49%

HOW TO USE: Apply liberally to clean and wet hair. Distribute evenly throughout entire head of hair from root to tip, keeping hair very wet. Comb through and proceed to styling with As I Am® JBCO Curling Crème or As I Am® JBCO Smoothie. Detangles fibres and reduces combing damage while repairing & restoring hair for better growth





JAMAICAN BLACK CASTOR OIL SMOOTHIE

16 fl oz. / 454g

Created with thoughtful care for your hair with ceramides using nanotechnology to provide you with a smoothie, that is lightweight but has strong hold. Best in class, As I Am® JBCO Smoothie will infuse your hair and scalp with Jamaican Black Castor Oil as well as essential Vitamin E & Vitamin C.

This frizz-fighting, no flake formula moisturizes and conditions. Say goodbye to residue build-up with this light weight, hydrating formula.



BENEFITS

- Enhances curl definition by 168%. Delivers high-definition twists and twist-out styles that are smooth, soft and shiny
- Increases hair moisture by 29% after one application
- 100% flake free formula
- Reduces breakage by 83.3%
- Improves ease of combing by 29%

HOW TO USE: Section hair off and apply to damp or dry hair from roots to tips. Start with a small amount and increase based on thickness of hair. Do not rinse out. Use once to twice a week for best results with the AIA JBCO Leave-In conditioner. Delivers high-definition twists and twist-out styles that are smooth, soft and shiny.



JAMAICAN BLACK CASTOR OIL MOISTURIZING MASQUE

8 fl oz. / 227g

Enrich dehydrated hair with an intense therapy masque. This rich creamy treatment is infused with Jamaican Black Castor Oil, Vitamin C & Vitamin E to moisturize, detangle and provide shine to your curls and coils. This formula is built for deep conditioning & long-lasting hydration to restore and repair your hair & scalp health. Use to soften hair, ease combing and treat breakage, split ends, and dry scalp.



BENEFITS

- Includes ceramide & Vitamin C & E
- Improves ease of combing by 36%
- Makes detangling of coils and curls easier by 49%

HOW TO USE: As I Am® JBCO Moisturising Masque is an intensive conditioner. Apply a generous amount to hair strands working the product in from root to tip. Leave on for 15-20 minutes. Rinse thoroughly. For Deep Treatment: Distribute masque throughout hair. Put on a plastic cap. Leave on 15-20 minutes under a hooded dryer. Dampen hair if it gets too dry. Remove cap, carefully detangle, and rinse thoroughly.



JAMAICAN BLACK CASTOR OIL CURLING CRÈME

8fl oz. / 227g

As I Am® JBCO Curling Crème is formulated with fibre strengthening ceramides and castor oil. Nature's best moisturisers, and curl boosters, will lock in precious moisture while simultaneously defining your coils and curls. This rich formula built with nanotechnology will provide much longer lasting hold, minimize frizz, and maintain curl definition for days.

BENEFITS

- Provides a longer, lasting hold
- Minimises frizz
- Maintains curl definition
- Increases hair moisture by 54% after one application
- 7% increase in hair strength after one use

HOW TO USE: Apply As I Am® JBCO Leave-in Conditioner liberally throughout clean, detangled hair. While hair is still damp to wet, smooth Curling crème onto small sections from root to tip. Define each section by gliding hair between your thumb and forefinger, rotating the ends around your fingertip to form a coil finish. Spray hair with AIA JBCO water if it begins to dry before you're done. Air dry or use a hood dryer on low setting. After hair is completely dry, fluff, separate or arrange coils and curls as desired.



As I Am.®

LONG & LUXE

LENGTHEN, STRENGTHEN YOUR HAIR WITH LONG & LUXE.
LUXURIOUS PRODUCTS INFUSED WITH POMEGRANATE & PASSION FRUIT.
THE PERFECT REGIMEN FROM START-TO-FINISH FOR NATURALISTAS TO GROW THEIR HAIR LONGER AND STRONGER.





LONG & LUXE GROWASH

16fl oz. / 454g

Infused with Pomegranate and Passion Fruit, the lightweight, ultra-moisturising formula nourishes the hair and scalp, whilst promoting healthy hair growth for longer, stronger looking locks. Effectively detangles and defines curls to leave them smooth and manageable without weighing them down. A great way to help cleanse hair and scalp, without sulphates and harsh detergents. Hydrates hair for more vibrant, manageable natural coils and curls.



BENEFITS

- Includes Aloe Vera, Biotin, Pomegranate and Passion Fruit
- Increases hair strength by 7%
- Scalp moisture levels increase by 57%
- Removes impurities by 88% in one wash
- Increases hair moisture by 11% after one use
- Helps detangle hair
- Moisturises hair and scalp

HOW TO USE: Wet hair thoroughly. Rub a liberal amount of GroWash between palms and distribute throughout hair. Work product through hair and massage scalp with fingertips as you would a conventional shampoo. Carefully detangle hair with a wide-tooth comb. Rinse well. Repeat only if necessary to remove excessive product build up or for further scalp cleansing. Follow with conditioning.



LONG & LUXE STRENGTHENING SHAMPOO

12fl oz. / 355ml

Harnessing the powers of Pomegranate, Passion Fruit and Certified Organic Aloe Vera, the lightweight formula gently cleanses the hair and scalp, whilst promoting longer, stronger locks to leave strands fortified from root to tip. Helps to minimise tangling and combing damage for easier styling.

BENEFITS

- Includes Aloe Vera, Biotin, Pomegranate and Passion Fruit
- Cleanses hair and scalp gently and adds moisture.
- Removes flakes and product build-up
- Reduces tangles and combing damage.
- Strengthens hair for longer hair lengths.
- Improves tensile strength by 10%
- Reduces breakage by 47% after one use
- Ease of combing improves by 17%

HOW TO USE: Rub ample amount of shampoo between palms and gently lather through wet hair. Massage hair and scalp, leave on for five minutes and rinse thoroughly. Repeat if necessary.





LONG & LUXE GRO YOGURT

8fl oz. / 237g

A moisturising formula that works to soften, hydrate and improve manageability. Infused with Pomegranate and Passion Fruit, the shine-enhancing treatment eases wet combing, whilst promoting healthy hair growth for longer, stronger locks. Hair is nourished and prepared for styling.

BENEFITS

- Eases wet combing.
- Reduces tangles and combing damage
- Adds moisture and shine.
- Prepares your hair for styling.
- A must use before gel or setting cream to avoid flaking.
- Improves ease of combing by 33%
- Scalp hydration increases by 54%
- Scalp Health increases by 13%

HOW TO USE: Apply liberally to clean wet, detangled hair. Distribute well throughout entire head of hair, from root to tip. Comb through to maintain tangle free alignment. Keep hair very wet. Proceed to style with Curling Gel or Curl Enhancing Smoothie.



LONG & LUXE CONDITIONER

12fl oz. / 355ml

Effortlessly detangle curly or coiled hair types with the Long and Luxe Conditioner. Infused with a host of beneficial ingredients, including Pomegranate, Passion Fruit and Hydrolysed Lupine Protein, the ultra-hydrating formula restores softness, moisture and shine, whilst rejuvenating the hair and scalp to help promote healthy hair growth. Achieve stronger, longer locks with a salon-worthy finish.

BENEFITS

- Smooths cuticle layer
- Promotes shine
- Ease of combing improves by 50%
- Reduces hair breakage by 60%
- Improves scalp moisture by 50%
Hair moisture levels increase by 9% after one wash

HOW TO USE: Distribute conditioner throughout hair. Leave on 15-20 minutes. Carefully detangle and rinse thoroughly. For Deep Treatment: Distribute conditioner throughout hair. Put on a plastic cap. Leave-On 15-20 minutes under a hooded dryer. Dampen hair if it gets too dry. Remove cap, carefully detangle, and rinse thoroughly.





LONG & LUXE CURL ENHANCING SMOOTHIE

16fl oz. / 454g

Create luscious curls with this lightweight, leave-in cream that defines, moisturises and hydrates your locks. Enriched with Pomegranate and Passion Fruit, the flake-free, frizz-fighting formula softens and conditions strands, whilst taming unruly tresses and allowing you to achieve salon-worthy curls with ultimate bounce. No greasy or sticky residue.



BENEFITS

- Includes Aloe Vera, Biotin, Pomegranate and Passion Fruit
- Delivers high-definition twists and twist-outs styles
- Minimises frizz, no flake
- Moisturises and conditions
- No residue build-up

HOW TO USE: Section hair off and apply to damp or dry hair from roots to tips. Start with a small amount and increase based on thickness of hair. Do not rinse out. Use once to twice a week for best results.



LONG & LUXE GRO EDGES

4 oz. / 113g

Take control of naturally curly or coiled hair types with Long and Luxe Gro Edges. Infused with a host of beneficial ingredients, including Aloe Vera, Pomegranate Juice and Hydrolysed Lupine Protein, the luxurious cream formula promotes healthy hair growth, whilst delivering long-lasting hold to edges without flaking. Hair feels stronger, longer and deeply rejuvenated.



BENEFITS

- Provides a long-lasting hold without flaking
- Rejuvenates and strengthens the hair line
- Contains Phytosterols, Aloe Vera, Pomegranate Juice, Hydrolysed Lupine Protein, and Saw Palmetto.

HOW TO USE: Apply a small amount along hairline and style as desired



LONG & LUXE SCALP SERUM

2fl oz. / 60ml

Achieve longer, stronger locks with Long and Luxe Scalp Serum; a fortifying and revitalising treatment that rejuvenates the scalp to promote healthier hair follicles. Harnessing the powers of Biotin, Pomegranate and Hydrolysed Lupine Protein, the deeply nourishing formula moisturises a dry scalp for long-lasting comfort

BENEFITS

- Increase scalp moisture by 61%
- Helps remove flakes and product build up
- Reduces breakage when used with the Long & Luxe Shampoo and Conditioner
- Improves the strength of hair by 7%
- Reduces breakage by 96%

HOW TO USE: Using dropper, disperse 1ml of serum on affected areas. Use twice daily for best results.



AS I AM®

DRY & ITCH SCALP CARE

ENRICHED WITH TEA TREE OIL & OLIVE OIL

FIGHTS DANDRUFF & SEBORRHEIC DERMATITIS.

RELIEVES DRY SCALP, ITCHY SCALP, FLAKING, DRYNESS, REDNESS & IRRITATION.

MOISTURISES HAIR & SCALP, DETANGLES HAIR, EASES COMBING.





OLIVE & TEA TREE OIL SHAMPOO

12 fl oz. / 355ml

A treatment Shampoo for sensitive, dry, and itchy scalps. An Anti-Fungal and Anti-Bacterial Shampoo that kills fungus and micro-organisms that cause dryness and itchiness. Cleanses and moisturises your scalp leaving your curls and coils refreshed.

BENEFITS

- Fights Dry & Itchy scalp
- Fights dandruff & seborrheic dermatitis
- Relieves scalp itch, flaking, and irritation.
- Gently removes product build up and environmental impurities from the hair and scalp
- Reduces tangles and combing damage
- Improves scalp moisture by 78%*
- 100% cleansing efficacy
- Increases hair moisture by 8.4% after one application
- Improves ease of combing by 45% after one application
- Makes detangling of curls easier by 41% after one use



HOW TO USE: For best results, use at least twice a week, or as directed by a doctor. Shake well before use. Apply by massaging onto wet hair and scalp. Rinse and repeat. Follow with As I Am Dry & Itchy Scalp Care Conditioner and As I Am Dry & Itchy Scalp Care Oil Treatment for best results.

*Moisture levels were tested with Dry & Itchy Shampoo and Conditioner



OLIVE & TEA TREE OIL COWASH

16 fl oz. / 454g

A treatment CoWash for sensitive, dry, and itchy scalps. The Olive & Tea Tree Oil hydrates dry hair for more vibrant, manageable coils and curls. Helps prevent itchiness and soothes scalp with Tea Tree Oil & Olive Oil.

BENEFITS

- Fights dry & itchy scalp and dandruff
- Help prevent itchiness
- Hydrates hair
- Improves scalp moisture by 148%*
- Removes impurities in hair by 98%
- Increases hair moisture by 13% after one application
- Improves ease of combing by 39% after one wash
- Makes detangling of curls easier by 42% after a single use



HOW TO USE: For best results, use at least twice a week, or as directed by a doctor. Shake well before use. Rub a liberal amount of product between palms and distribute throughout hair and scalp. Work product through hair & massage scalp with fingertips as you would a conventional shampoo. For easy detangling carefully comb through hair with a wide-tooth comb before rinsing co-wash from hair. Rinse and repeat if needed. Follow with conditioning.

*Moisture levels were tested using As I Am Dry & Itchy Cowash and Conditioner



OLIVE & TEA TREE OIL CONDITIONER

12 fl oz. / 355ml

Dandruff has met its match! Relieve scalp itch, flaking, and irritation associated with Seborrheic Dermatitis and dandruff. This conditioner soothes Dry and Itchy scalp while detangling and moisturising hair.

BENEFITS

- Fights Dry & Itchy scalp
- Fights Dandruff
- Moisturizes and Promotes Shine
- Strengthens and Repairs Hair
- Increases hair moisture by 13%
- Improves scalp moisture by 78%

HOW TO USE: For best results, use at least twice a week, or as directed by a doctor. Shake well before use. After shampooing apply by massaging onto wet hair and scalp. Follow with As I Am Dry & Itchy Scalp Care Leave-In Conditioner and As I Am Dry & Itchy Scalp Care Oil Treatment.



OLIVE & TEA TREE OIL TREATMENT

4 fl oz. / 120ml

Fight dandruff by going deeper than the eye can see! This Olive & Tea Tree Oil Treatment will nourish and add extra moisture to the scalp. Relieve scalp itch, flaking, and irritation associated with Seborrheic Dermatitis and dandruff. Give your hair what it needs to fight off dandruff from within. Your scalp will thank you later!

BENEFITS

- Increase hair moisture by 13% after one application
- Scalp moisture increases by 141% in one application*
- Scalp moisture increases by 204% in one application**

HOW TO USE: Apply to dry and itchy areas as needed. Massage into scalp. Do not rinse. Shake well before use. May also be used as a Hot Oil Treatment. Massage the oil into your scalp using fingertips. Working your way from roots to ends, massage oil into your hair. Wrap your hair with a heated, wet towel and allow it to sit for 20 minutes. Alternately, place hair under a clean shower cap and either sit under a heat cap or steamer for 15-20 minutes. Just allow your body heat to nourish your hair during the treatment. Follow with shampooing, etc. Repeat 1-2 times a month.



* Moisture levels were tested after using Dry&Itchy Shampoo, Conditioner & Oil Treatment

** Moisture levels were tested after using Dry&Itchy Cowash, Conditioner & Oil Treatment



OLIVE & TEA TREE OIL LEAVE-IN CONDITIONER

8 fl oz. / 237 ml

Olive & Tea Tree Leave-in conditioner will add moisture and shine.
A must for avoiding future flakes.

BENEFITS

- Fights Dry & Itchy Scalp and Dandruff
- Prepares the hair for styling
- Improves manageability of hair
- Eases wet combing
- Increases hair moisture by 71% after one use
- Improves ease of combing by 49% after one wash
- Makes detangling of curls easier by 56%

HOW TO USE: Apply liberally, to clean wet, detangled hair. Distribute well throughout the entire head of hair, from root to tip. Comb through to maintain tangle-free hair.



AS I AM.

CURL COLOR® GLITTER

COMING
SOON

Give your curls a **SHINY SPARK** with this curling gel.

- Lasts one wash
- Contains biodegradable Bio-glitter
- Super powering shine
- Sparkling finish
- Moisturizing
- Keeping your hair healthy
- Curl Definer





As I Am®

CURL COLOR

Color and Curling Gel. For Curly Hair. Medium Hold Gel. Perfect Curl Definition. Curl Enhancing Gel. Color and Curl with **TEN VIBRANT SHADES**. This curl enhancing color gel provides a medium hold that lasts up to one wash. Using Sub Micron Technology, this flake-free formula features JBCO and Ceramides to add moisture to your hair.



CURL COLOR

6fl oz. / 182g

- Copper • Rose Gold • Flamingo Pink • Minty Mermaid • Hot Red • Bold Gold • Passion purple • Emerald Green • Cool Blue • Sassy Silver

BENEFITS

- Improves hair moisture by 84%
- Strengthens hair by 6% after on application
- Most hair paint waxes only coat the surface of your hair, dry your hair out, and weigh your curls down. As I Am Curl Color is designed to be extra moisturising and lightweight.

HOW TO USE: Before Applying, it is important to: 1. Cleanse the hair using As I Am JBCO Shampoo or Cowash. 2. Spray As I Am JBCO Water liberally. 3. Apply As I Am Classic Leave-In Conditioner or JBCO Leave-In Conditioner before coloring. 4. Towel dry before applying Curl Color. 5. Hair must be dry or damp (not dripping wet) before applying Curl Color (to prevent color transfer). 6. Use gloves to apply color.

DIRECTION: 1. Section hair off and apply to damp hair from root to tip. 2. Use a generous amount based on thickness of hair. 3. For maximum vibrance, apply until color is visibly bright and saturated on your hair (before drying). 4. For a subtle look, apply a fingerfull to each chunk or section of hair. 5. Twist or rake through hair for desired style. 6. Use a hooded dryer or hand held diffuser to completely dry your Curl Color application (to avoid color transfer). 7. For Air Drying, please reserve more time for your hair to completely dry (to avoid color transfer). 8. Great for twist outs, coils, wash 'n' go's and rod sets. 9. For maximum color longevity, consider wearing a bonnet at night to prevent potential transfer to your pillowcase or bedding.





As I Am®

BORN CURLY

PURE & GENTLE FORMULAS

BORN CURLY PRODUCTS ARE FORMULATED FOR BABIES AND CHILDREN,
WITH HAIR TYPES 3 & 4.

FORMULATED WITH EXTRA MOISTURISING & CONDITIONING
PROPERTIES TO SUIT YOUR CHILDREN'S NEEDS.



BORN CURLY ALOE SHAMPOO & WASH

8 fl oz. / 240ml

Purify your tresses with the As I Am Born Curly Aloe Avocado Shea Cowash Shampoo. The non-foaming formula offers a deep and thorough cleansing experience, without leaving locks stripped of natural, essential oils.

Ideal for natural curls, especially hair types 3 and 4, as the shampoo helps to promote the look of improved volume and bounce. Deeply hydrating, the shampoo coats your curly hair in moisture, locking it in for long-lasting, touchable softness.

The replenishing formula works to promote better manageability and shine, offering the crowning glory you truly deserve.

BENEFITS

- Moisturises dry hair. Improves scalp moisture by 112.5%
- This gentle formula is 99% effective in cleansing
- Improves scalp health by 10% after one wash
- Imparts shine to hair, smooths and moisturises skin. Increases by sheen 21.2%

HOW TO USE: Smooth through hair before rinsing away. Follow with conditioner.



BORN CURLY ARGAN LEAVE-IN CONDITIONER

8 fl oz. / 240ml

Nourish the look of your natural curls, with the As I Am Argan Born Curly Leave-in Conditioner and Detangler. The lightweight yet sumptuous formula drenches your locks in goodness, with Argan Oil promoting long-lasting softness.

Ideal for people that are prone to knots and tangles, as the leave-in conditioner helps to make hair more manageable, minimising the appearance of split ends and flyaways. Allow you comb to glide effortlessly through your tresses, reducing the time it takes to style, while the ingenious cocktail works to promote an enviable gloss.

BENEFITS

- Smooths cuticles
- Adds shine
- Improves moisture by 14%
- Improves ease of combing by 43%
- Improves detangling by 53%
- Reduces hair breakage by 89%

HOW TO USE: Distribute a small amount throughout clean, very damp hair, from roots to tip. For children with very thick, very long hair or for hair prone to tangling, apply liberally. Using a wide-tooth comb or a flexible-bristle detangling brush, begin to gently comb or brush, section-by-section using short strokes.

Tip: Always start near the ends and proceed upward towards the scalp. **Caution:** For external use only. Avoid getting into eyes. In event of eye contact, flush with water. Keep out of reach of children.



BORN CURLY AVOCADO SHEA COWASH

8 fl oz. / 240ml

COWASH. CLEANSING. CONDITIONER.

Purify your tresses with the As I Am Born Curly Avocado Shea Cowash Shampoo. Offers a deep and thorough cleansing experience, without leaving locks stripped of natural, essential oils.

Ideal for natural curls, especially hair types 3 and 4, as the shampoo helps to promote the look of improved volume and bounce. Deeply hydrating, the shampoo coats your curly hair in moisture, locking it in for long-lasting, touchable softness.

BENEFITS

- Non-Foaming & Sulfate-Free.
- Effectively cleanses without reducing natural moisture. Gentle for daily use.
- Highly recommended for hair that tends to look and feel dry, or when enhanced manageability and balanced hydration is desired.
- 99% cleansing efficacy
- Improves scalp health by 9% after one use
- Improvement in scalp hydration by 107%

HOW TO USE: 1. Rub ample amount between palms and gently distribute throughout wet hair. 2. Gently massage into hair and scalp, working up a creamy consistency just as though you were using a conventional shampoo. Rinse thoroughly. 3. Repeat if necessary. For children with very thick, very long hair or for hair prone to tangling, it is recommended that hair be detangled with a wide-tooth comb before rinsing Avocado Shea Cowash from hair. 4. Follow-up with Born Curly Leave-In Conditioner for added moisture and conditioning.





BORN CURLY ARGAN CURL DEFINING JELLY

8 fl oz. / 240ml

Replenish the look of your curly hair, with the As I Am Born Curly Curl Defining Jelly Soft Hold. The lightweight formula absorbs fast, avoiding the risk of any heavy, sticky build-up being left behind.

Achieve the look of long-lasting definition, as the luxurious jelly helps to promote natural curl formation, encouraging optimum volume and bounce.

A boost of Argan Oil drenches your tresses in moisture, locking it in for long-lasting, touchable softness.

BENEFITS

- Defines curls. Provides long-lasting definition
- Smooths the natural curl formation with just the right level of hold
- Improves hair moisture by 18%
- Firms curls and improves durability by 209%
- Contains Vegetable Glycerin, Argan Oil and Buriti Oil
- Non-flaking when used as directed.

HOW TO USE: 1. Apply after cleansing, conditioning and detangling hair. Apply while hair is still very damp. Avoid rigorous towel-blotting to minimize frizz. 2. Apply Born Curly Argan Leave-In Conditioner & Detangler, liberally according to instructions. Detangle using a wide tooth comb. 3. Smooth on Born Curl Argan Curl Defining Jelly along small sections, from root to tip. As you near the end of each section, define curls by rotating your fingertips to form a coil. 4. Spray hair with As I Am JBCO Water to keep hair damp if it begins to dry before styling is complete. Allow hair to dry completely to set the definition and avoid frizz. Air drying recommended. Fluff, separate or arrange coils/curls to finesse style if desired, only after hair is completely dry.



NOTES:



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