

The Alaffia logo is written in a white, cursive font with a registered trademark symbol. It is set against a background of green leaves and a single green fruit, likely a shea nut, which is part of the top banner image.

Sustainable Skin Care

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INTRODUCING BEAUTIFUL CURLS SHEA BUTTER CURL OILS

Finally! The products curly girls of all types have been waiting for:
all-natural, two-in-one oils that add weightless shine, eliminate frizz and leave hair healthier than ever.

Springy spirals, thick and tight coils, loose waves—curls come in all shapes, sizes and textures, but they all crave the same thing: Gentle, moisturizing products that create soft, shiny, frizz-free strands while maintaining the natural shape of curls. Enter Beautiful Curls **Shea Butter Curl Oils**, a new line of oils made from pure, handcrafted, fair-trade shea butter and other botanicals that improve the look, feel and overall health of curls of all types, whether hair is thick and coarse, fine and thin or somewhere in between.

Shea Butter Curl Oils deliver healthy, beautiful hair

- ✓ **Hydrates and softens strands.** Shea butter oil penetrates the hair shaft, delivering essential moisture that creates silky, touchable strands and protects against ongoing environmental damage.
- ✓ **Strengthens hair and fights split ends.** By hydrating and protecting strands, Shea Butter Curl Oil improves hair's elasticity, helping it resist breakage. Hair will look incredibly healthy.
- ✓ **Adds shine.** The moisturizing lipids in shea butter along with herbal infusions smooth and seal the outer cuticle of strands, allowing light to bounce off hair more evenly, which enhances curls' and waves' natural luster.
- ✓ **Improves scalp health.** Free of harsh and irritating chemicals, Shea Butter Curl Oils help balance and hydrate the scalp, ultimately producing healthier-looking hair.
- ✓ **No harsh, heavy ingredients.** Shea Butter Curl Oils contain only natural, nourishing ingredients. That means no mineral oil or heavy, sticky silicones that dry out hair, nor any preservatives or cloying, fake fragrances.

Unique two-in-one formulas

The special formulation and supermoisturizing ingredients make each of the three Shea Butter Curl Oils multipurpose. For daily styling, rub a few drops between palms and apply to wet or dry hair, concentrating on ends. Then, use it weekly to give hair an intensive conditioning treatment: Apply the oil liberally to scalp and the entire length of hair, cover with a shower cap or a warm towel and let sit for 10 to 30 minutes.

(more)



Shea Butter Curl Oils for all hair types

- **For fine hair with loose waves and curls: Shea Butter & Rosemary Shining Curl Oil. (\$8.99)**
Made with stimulating rosemary extract, this formula hydrates and adds shine without weighing down strands or looking greasy.
- **For thick, dry or course strands and tight curls: Shea Butter & Coconut Hydrating Curl Oil. (\$8.99)**
For thirsty hair that never seems to get enough hydration, this oil delivers with a supermoisturizing mixture of shea butter and virgin coconut oil that leave hair unbelievably soft and shiny.
- **For baby curls and chemically treated hair: Shea Butter & Neem Nourishing Curl Oil. (\$8.99)**
Growing curls and permed and chemically straightened hair transitioning to its natural texture is extra vulnerable to breakage; this formula provides lots of moisture and protective, strand-repairing neem extract.



Where to find Beautiful Curls Shea Butter Curl Oils

Whole Foods Market stores nationwide, select health food stores and BeautifulCurls.com.

**For more information and product samples contact
Emily Parnham at 360-866-0080 x205 or curls@alaffia.com**

About Alaffia

Certified fair-trade by IMO's Fair for Life program, all of Alaffia's products contain ingredients made by their women's cooperative in Togo, West Africa. Nearly 300 women are paid a living wage for their work, which helps combat poverty and gender inequality in their communities. Alaffia also funds health and education projects in the region with 10% of every sale. Each year, the company distributes 4,000 fruit trees to women farmers, ships 500 donated bicycles to help girls travel to school, supplies school desks for over 100 students and provides 400 low-income women with prenatal care.

