

FOR TEXTURE TYPES 8-3

#TEXTURELOVE



STYLE SHIFTER SOCIETY COCO DEW

200ml

WHAT IS IT

- ♥ A 2-in-1 curl pre- & re-styling spray that adds grip and hold to your styles, with coconut fruit extract
- ♥ Concerns addressed: dryness, lasting definition

WHY WOULD I USE IT

For curls that feel moisturized
Softens and redefines styled coils, curls and waves

WHEN WOULD I USE IT

Before layering on your preferred styler
Or days after, to refresh your style

FOR TEXTURE TYPES 8-3



Texture Type 8



Texture Type 7



Texture Type 6



Texture Type 5



Texture Type 4



Texture Type 3

TELL ME HOW TO USE IT

1. Spray evenly in sections, layered underneath your preferred styler.
On dry hair
2. Spray evenly in sections from root to end to refresh curls previously styled with your preferred styler.
3. Use fingers or curl pick to rake into desired shape.

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FOR TEXTURE TYPES 8-4

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STYLE SHIFTER SOCIETY HEAT SCREEN

250ml

WHAT IS IT

- ♥ A weightless heat protectant spray with rose water extract
- ♥ Concerns addressed: heat damage, curl bounceback

WHY WOULD I USE IT

Helps shield against heat damage including: blowdryer, hood dryer, flatiron, diffuser up to 450 degrees Fahrenheit
For sleek, frizz controlled results with a glossy shine finish to protect your coils, curls and waves in any thermal situation

WHEN WOULD I USE IT

Before applying any heat source direct to hair

FOR TEXTURE TYPES 8-4



Texture Type 8



Texture Type 7



Texture Type 6



Texture Type 5



Texture Type 4

TELL ME HOW TO USE IT

1. Cleanse and condition with your preferred regimen
2. Blowdry, flatiron, diffuse or place under a hood dryer as usual

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#TEXTURELOVE

FOR ALL TEXTURE TYPES



STYLE SHIFTER SOCIETY WONDER CROWN

200ml

WHAT IS IT

- ♥ A scalp foaming pre-cleanse with direct to scalp application
- ♥ Concerns addressed: product build up on the scalp

WHY WOULD I USE IT

Removes product build-up on scalp's surface without stripping
Helps prep scalp for your style journey
Easy to apply to protective styles

WHEN WOULD I USE IT

Before shampoo step, when transitioning between styles

FOR ALL TEXTURE TYPES



Texture Type 8



Texture Type 7



Texture Type 6



Texture Type 5



Texture Type 4



Texture Type 3



Texture Type 2



Texture Type 1

TELL ME HOW TO USE IT

1. Using direction nozzle, on dry hair, apply to scalp in ¼" partings
2. Massage into dry scalp before adding water. Once water is added, more foam is created
3. Emulsify for 1 minute and allow to sit for 1 minute
4. Rinse out thoroughly
5. Cleanse and condition as usual

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