

# Kinky-Curly

## STYLE GUIDE

### LOGO



### COLOR PALLETTE



### VISUAL ELEMENTS



**HEADING**

### FONTS

**Century Gothic Pro Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

Century Gothic Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

### IMAGERY

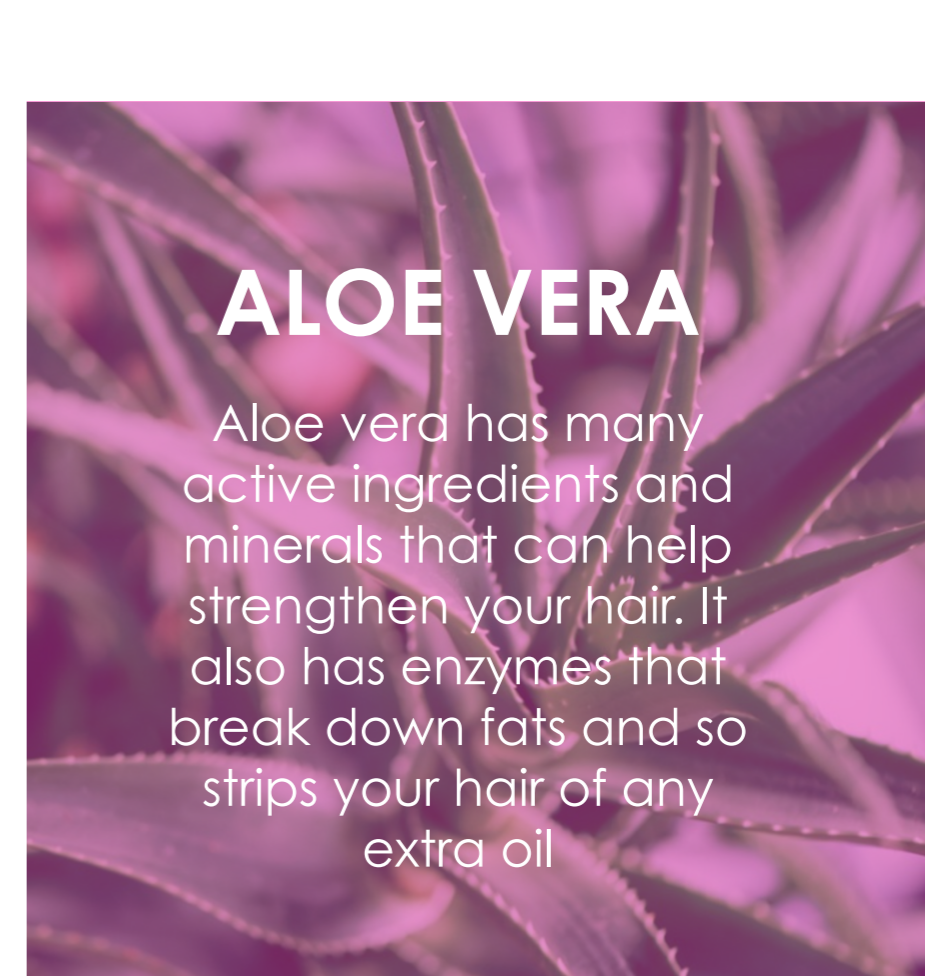
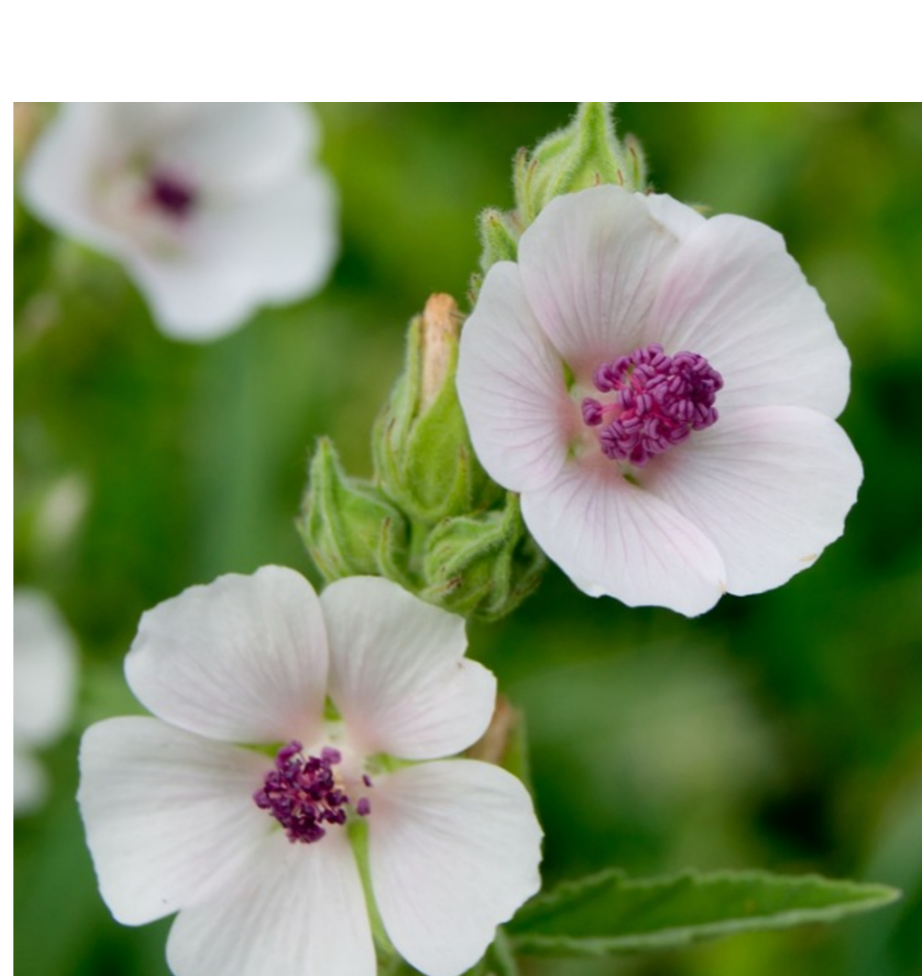




## STAR INGREDIENTS

### Natural ingredients for natural hair.

SHOP NOW



### ALOE VERA

Aloe vera has many active ingredients and minerals that can help strengthen your hair. It also has enzymes that break down fats and so strips your hair of any extra oil.

## FEATURED PRODUCTS



### STELLAR STRANDS

\$13.00

The ultimate hydrating deep treatment! Enriched with argan oil and macadamia oil, Stellar Strands will take your curls from status quo to stellar. When used regularly, you will notice improved elasticity and reduced breakage while it rejuvenates and moisturizes dry, brittle hair.

- 1 +

ADD TO CART

### CURLING CUSTARD

\$17.00

It gives moisture, definition, hold and brilliant shine, all in one product! It is an advanced botanical formula made with ingredients that nourish and strengthen the hair. Utilizing humectants properties of agave nectar, Curling Custard will define your curls and reduce frizz.

- 1 +

ADD TO CART



## TESTIMONIALS



### MY HAIR THANKS YOU!

I wanted to tell you how much I love your products. I am getting comments on my hair, but more importantly I actually like my hair! I have been wearing it natural for about 6 years and this is the first time I really like it. Thank you so much, I hope to always be able to get your products...

Nancy, Denver CO

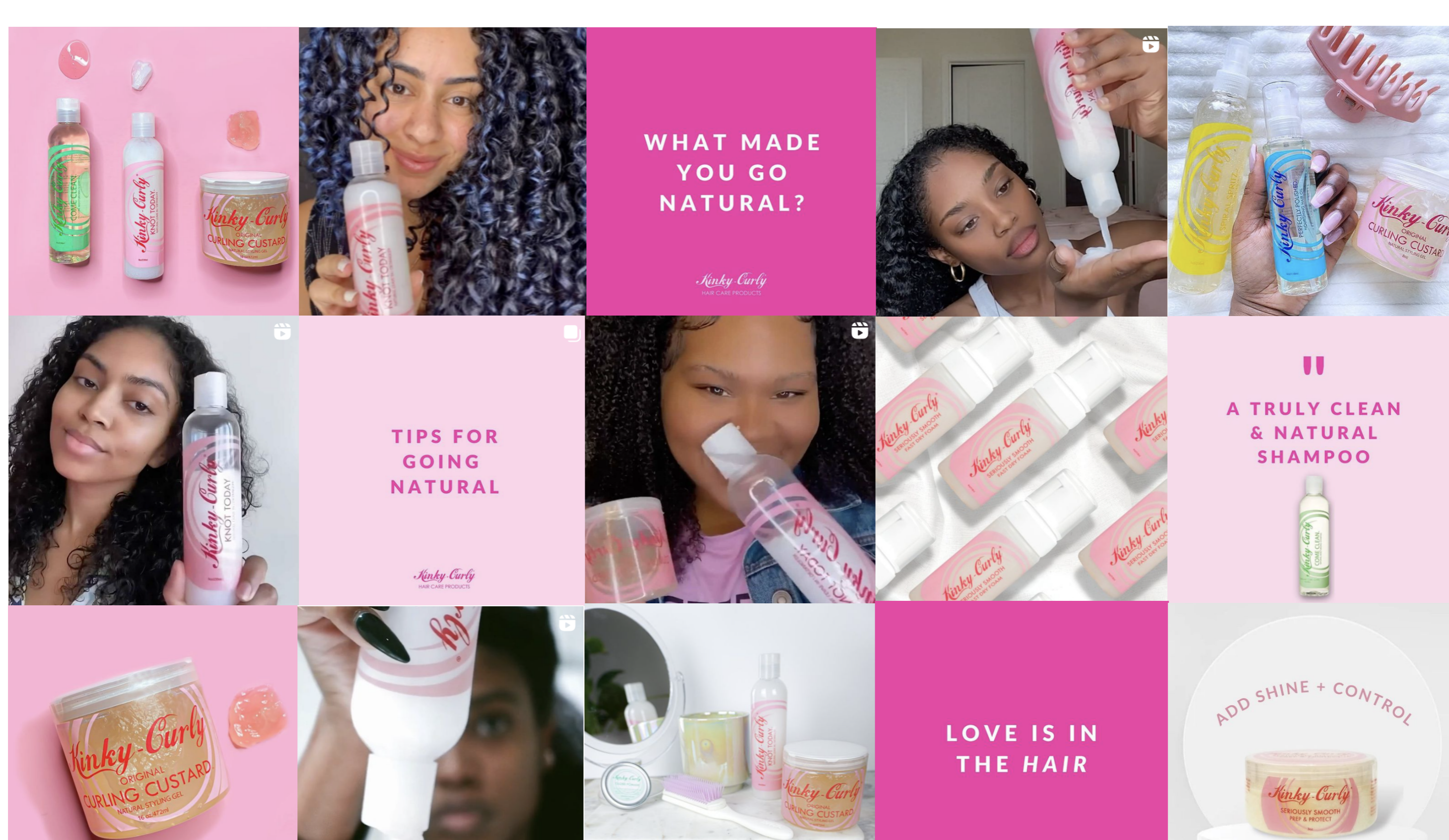


## AS SEEN IN



## SHOP OUR INSTAGRAM

@officialkinkycurlly



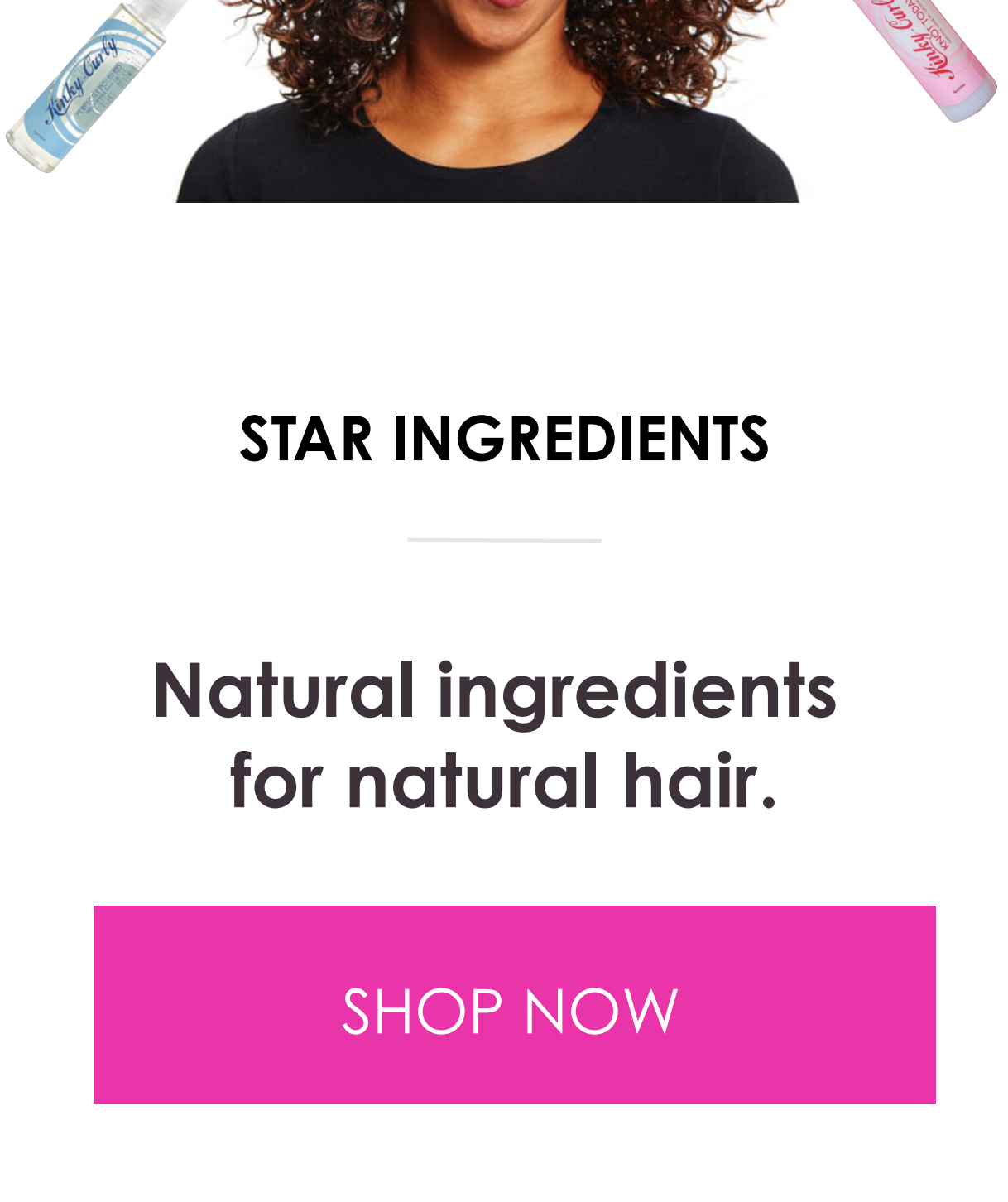
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★★★★★

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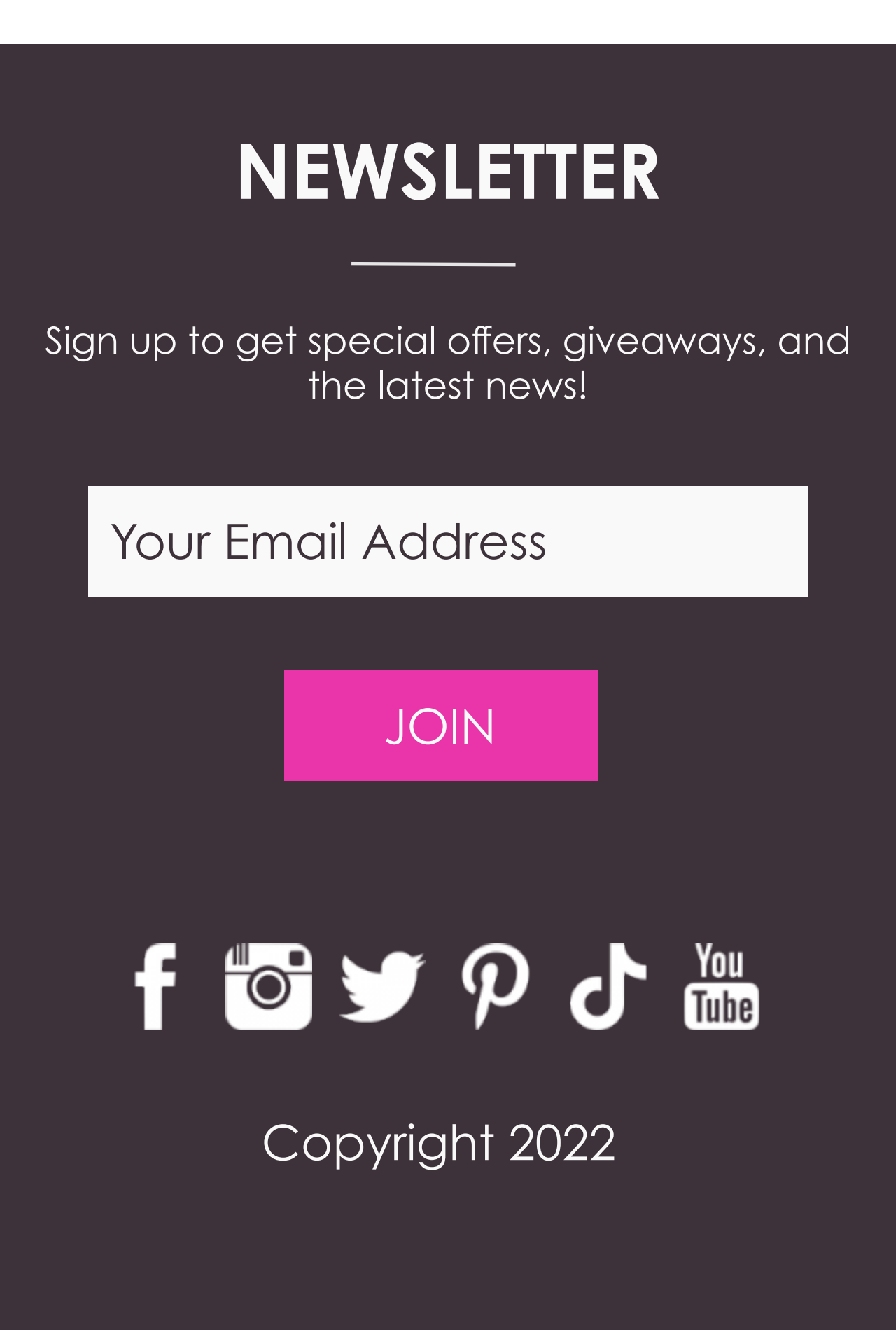
**Nancy, Denver CO**

## AS SEEN IN

- teenVOGUE
- NATURALLYCurly
- Forbes
- mitú
- GLAMOUR
- allure
- RIEMEZCLA
- VOGUE
- HIPLATINA
- ESSENCE
- The Washington Post

## SHOP OUR INSTAGRAM

[@officialkinkycurlly](#)



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## OUR PRODUCTS

### Learn to love your hair naturally.

No Sulfates, No silicones, No Parabens



Stellar Strands  
\$13.00

ADD TO CART



Curling Custard  
\$17.00

ADD TO CART



Perfectly Polished  
\$18.00

ADD TO CART



Seriously Smooth Fast Dry Foam  
\$18.00

ADD TO CART



Knot Today  
\$12.00

ADD TO CART



Gloss Pomade  
\$10.00

ADD TO CART



Spiral Spritz  
\$12.00

ADD TO CART



Come Clean  
\$12.00

ADD TO CART



Essentials Bundle  
\$28.00

ADD TO CART



Prep and Protect Bundle  
\$28.00

ADD TO CART



Wash-Day Wonders Bundle  
\$38.00

ADD TO CART



Everything You Need Bundle  
\$68.00

ADD TO CART

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## KNOT TODAY

Natural Leave-In / Detangler

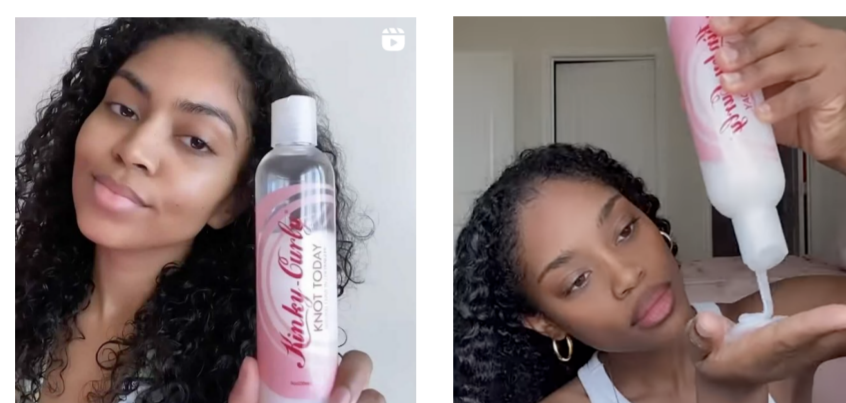
\$12.00



Quantity

- 1 +

ADD TO CART



f SHARE t TWEET p PIN

DETAILS

HOW TO USE

INGREDIENTS

REVIEWS

Knot Today is a creamy herbal conditioner and detangler designed to smooth the cuticle and remove knots, snarls, and tangles from thick curly textures hair.

### YOU MIGHT ALSO LIKE



Stellar Strands \$13.00



Curling Custard \$17.00



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## Where we came from and where we're going

Our Roots, Our Values, Our Commitment

### OUR ROOTS

Kinky-Curly founder Shelley Davis is from the Caribbean nation of St. Vincent and the Grenadines and had trouble keeping her curly hair moisturized. She visited home one summer but lost her hair care products. Looking for replacements, she used a family friend's mixture of herbs and plants. Although it looked like what Davis calls a "brown sludge", it kept her curls strong and beautiful in a way she hadn't experienced in the U.S. Davis had a newfound passion for natural hair products.



### OUR VALUES

Self-love is at the heart of everything we do. We believe that all hair is good hair and we are on a mission to prove that to every curly haired person out there. We encourage everyone to embrace and celebrate their natural hair texture whether it is fine and wavy, course and kinky, or any flavor in between. We hope that through our hair products, we are able to foster self-love in every curly out there.



### OUR COMMITMENT

We are committed to creating natural products that work in harmony with your body. Every product we make is made with love and intention. We leave out all harmful and unnecessary ingredients like silicones, sulfates, phthalates, mineral oils, petroleums, formaldehyde, and parabens. We promise to only treat your curls with the best ingredients and formulas to make you feel beautiful and healthy inside and out.

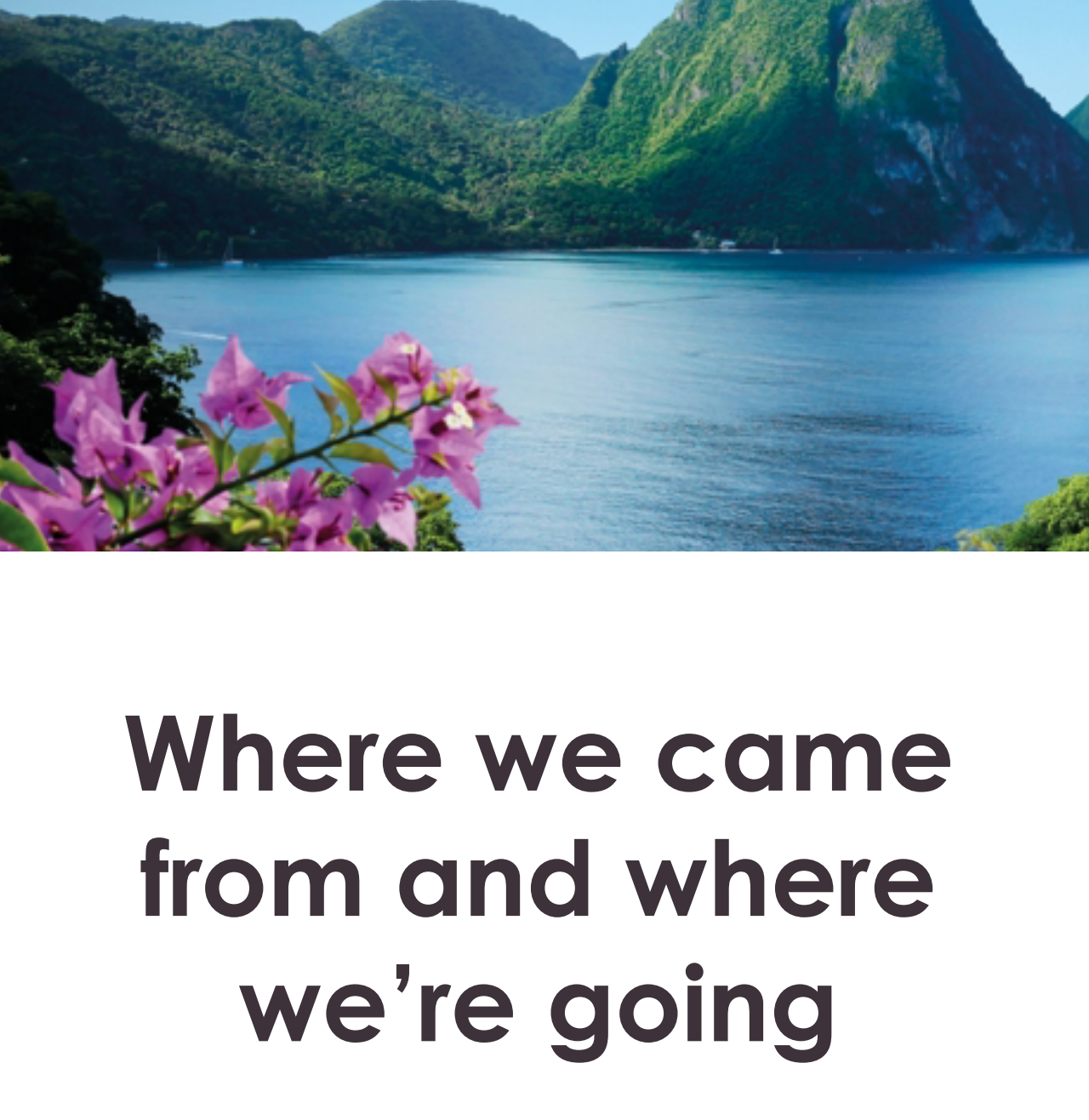
**“Curly hair is not just a hairstyle, it’s a kind of lifestyle. There is something really freeing about embracing the beautiful curls you were born with and living your truth.”**

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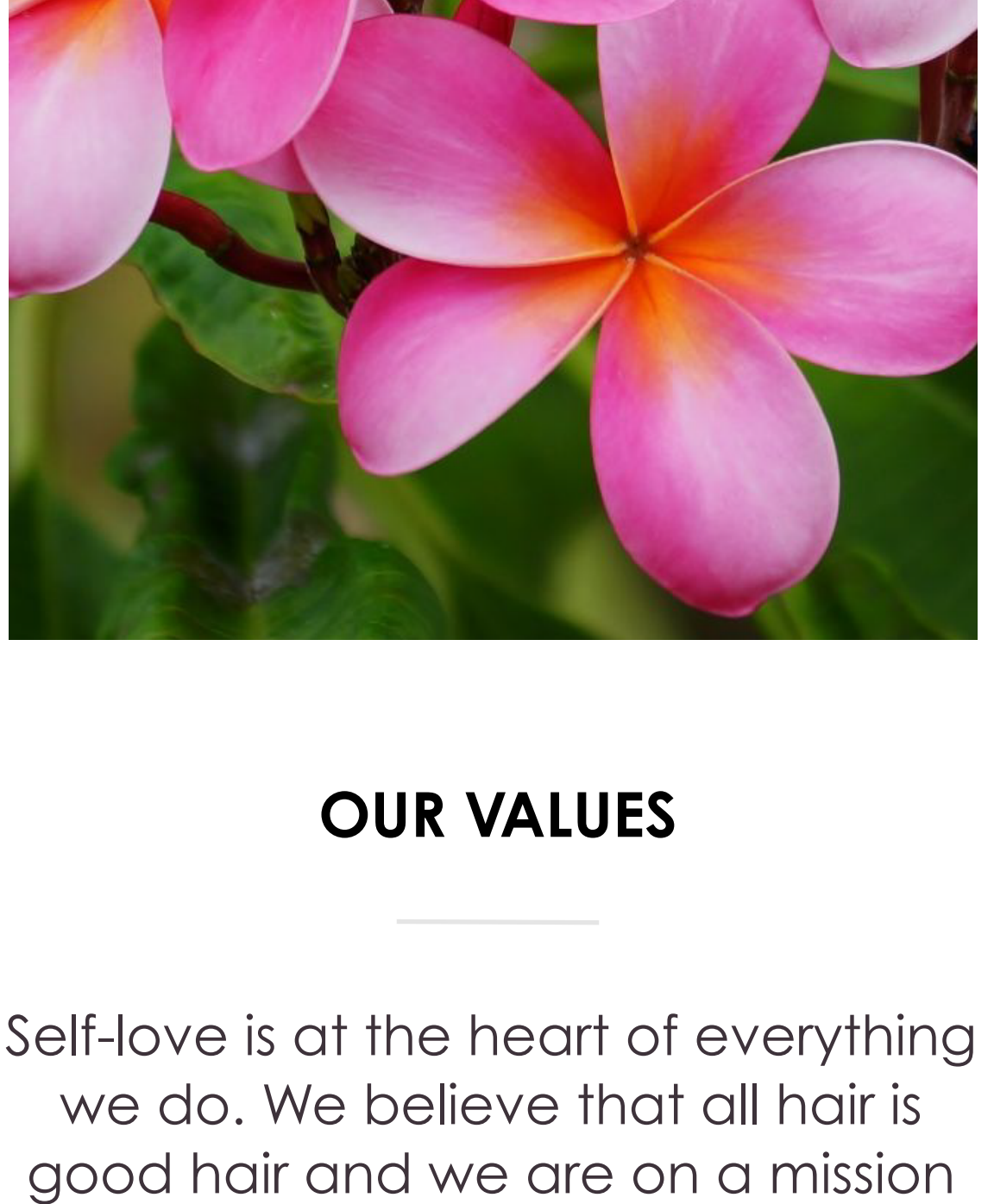
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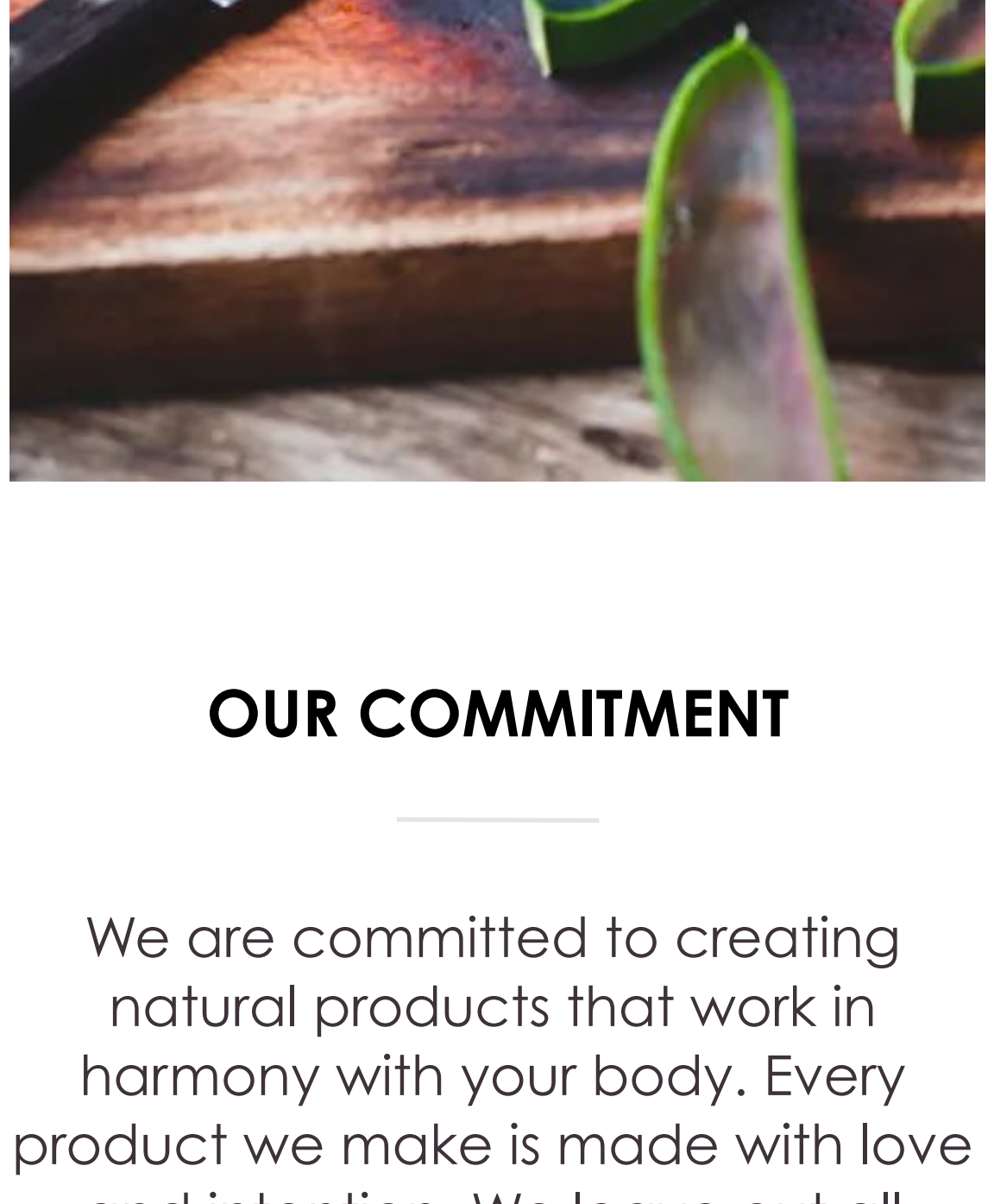
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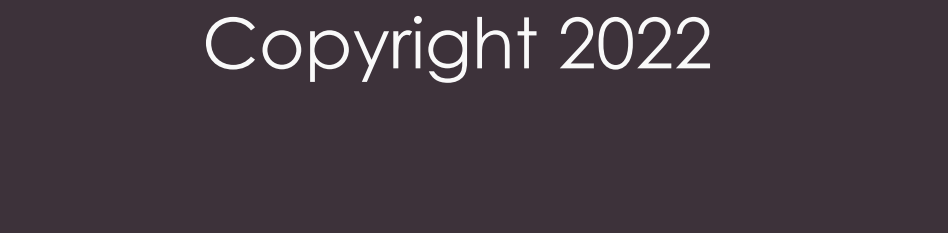
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# Let's chat

## CONTACT US

### We'd love to hear from you!

Questions, Suggestions, Feedback

Your name

Your email

Your phone number

Your order number

Your message

SEND

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# *Kinky-Curly*

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