

The background is a solid, vibrant green. On the left side, there are several thick, white, hand-drawn style swirls and loops that overlap each other, creating a sense of movement and organic form. These swirls start from the top left and curve downwards and to the right, with some smaller loops branching off the main paths.

Join the **Deva** revolution...

Welcome to the era of Deva...

Where sulfate free and botanically infused haircare unite. Whether your hair is relentlessly curly, wavy, straight or chemically processed, Deva's interchangeable product line has it's own unique blend of botanicals that allow for individuality, simplicity and the freedom to address your hair's specific needs.

What is in the Deva system?

The answer is what is NOT in the Deva system. We took the poo out of shampoo, the harsh and dehydrating detergent otherwise known as Sodium Lauryl Sulfate. We removed all unnecessary chemicals that often play on hair's vulnerability and replaced them with the finest quality of cleansing and moisturizing botanicals that rejuvenate, restore and respect your hair's natural order. The beautifully healthy hair you deserve will be yours with Devacurl, DevaCare and DevaColor.

With Deva, hair is not a trend...its a lifestyle!

Enjoy.

DevaTips

General Tips for Curly Hair

- Read **Curly Girl** (Workman Publishing 2001) and learn how to care for your curls.
- Leaning forward, gently distribute AnGéll to wet hair in an upward scrunching motion. Slowly raise your head to an upright position and allow your curls to fall naturally.
- Let your hair dry naturally or use the DevaFuser.
- Resist the temptation to scrunch the hair while it is drying.
- Once dry, loosen curls from underneath, never from the surface where curls are most vulnerable.

General Tips for Color Treated Hair

- To balance color and hydration, alternate between DevaCare and DevaColor for optimum results.
- Use DevaBlonde on naturally silver hair to reduce yellow tones.
- For added color deposit, apply DevaColor's No-Poo™ Blonde, Red or Brown to slightly damp hair. Comb through with your hands to evenly deposit color. Wait 15 minutes. Rinse and follow up with your daily recommended cleansing and conditioning routine.



Pure Deva...

DevaCurl

Depart from the ordinary with our botanically infused, 100% sulfate-free hair care system.

Cleanse and hydrate without the use of harsh chemicals, whether your hair is curly, wavy, straight or chemically treated.



No-Poo™ Zero Lather Conditioning Cleanser PH 4.3

Delicate Cy-Curl...

A gentle rescue for frizzy, unmanageable curls. Cleans and conditions very dry, damaged hair and scalp.

Refreshingly scented with peppermint and turkish rose.

For dehydrated hair and scalp and chemically treated hair.



One Condition Ultra Creamy Instant Conditioner PH 5

Super Rich...

Keep curls shiny and manageable with this ultra-creamy super rich conditioner.

Scented with lemongrass.

Use Daily. For all hair types.



Mist-er Right Herbal Cleansing Tonic Spray PH 5

Hair Freshener...

Our lavender based tonic helps revitalize and refresh even the most delicate, tired hair.

For all hair types.



Set It Free Moisture Lock PH 7

If you love your hair... Set It Free!

Put an end to frizz with our 24-48 hour moisture lock. Adds shine and defines curls with a long-lasting hold.

Scented with zesty lemon-lime.

For all hair types.



Low-Poo™ Dirt "Agent 007" Days A week PH 7

Grime fighter...

low sudsing dirt-agent fights grime and oily build up without dehydrating.

Scented with starfruit and mango.

For all hair types.



AnGéll Hyper-Angelic Conditioning Gel PH 6

Pure Heaven...

De-frizz your halo with this clear, light-weight gel. Dissolves instantly when applied to wet hair, yet holds without feeling stiff or sticky.

For all hair types.



B'Leave-In Moisture Supplement PH 7

See-in is B'Leave in...

Infused with specially selected botanicals and enriching proteins, **B'Leave-In** delivers additional moisture, vitality and brilliance to your precious locks.

For all hair types.



Curly Girl

Written by Lorraine Massey, **Curly Girl** is the quintessential guidebook to understanding and caring for your precious, priceless locks.

Curly Girl speaks to your inner curl about care, color, handling and more... You **can** live happily ever after with your curls.

No-Fade Color Maintenance.

DevaCare

Vitamin C enriched, botanically infused cleansing and hydration system.
100% sulfate free.



Color Preservation...refreshing citrus scent and great for all hair types.

DevaCare Cleanse

No-Fade moisturizing cleansers for blow-fried, color treated, natural and chemically processed hair. Enriched with Vitamin C and orange peel wax.

No-Poo™ No-Fade Zero Lather Cleanser
Low-Poo™ No-Fade Low Sudsing Cleanser

DevaCare Condition

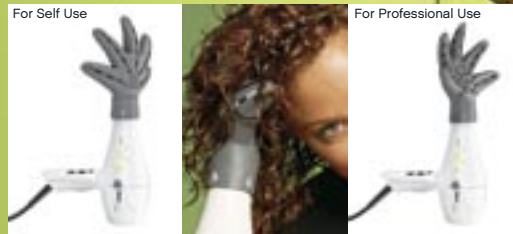
No-Fade Ultra Creamy Conditioner for blow-fried, color treated, natural and chemically processed hair. Enriched with Vitamin C and orange peel wax.

One Condition Ultra Creamy Instant Color Conditioner.

DevaCare Finish

Vitamin C enriched moisturizing and defining conditioning gel with orange peel wax. Medium to firm hold.

Arc AnGéll Extra Hold Conditioning Gel



Introducing the revolutionary...

DevaFuser & DevaSun Dryer

The patented DevaFuser is the essential tool for drying your curls without overheating or disturbing their natural order. Never flip your head over to dry your curls again!





DevaFuser

- 360 degree surround drying
- Unique ergonomic design
- The first diffuser innovation in over 60 years
- Light weight and quick drying
- Prevent frizz forever!

DevaSun Dryer

- ion generating technology
- 6 times more negative ion delivery
- 3 temperature settings specifically designed for curly and wavy hair
- Cold shot button
- 2 motor speeds
- 2 concentrator nozzles included
- 19 oz. and under 7" long
- Unique ergonomic design
- 9 foot long heavy duty cord with ALCI safety plug



Frizz-free...

DevaSun Dryer's exclusive generator produces over five million negative ions per cm³. This means shinier, smoother and healthier hair.

Our dryer produces six times more negative ions than any other negative ion dryer in the world.

Warning! DevaFuser is not to be used with any hair dryer except the DevaSun Dryer. The use of the DevaFuser with any other manufacturer's hair dryer may result in damage to the DevaFuser. Patent pending. DevaFuser and DevaSun Dryer manufactured by TAIFF-Brazil exclusively for DevaConcepts, NY, NY 10012

Professional



Self



DevaFuser Directions

For each DevaFuser position shown below, slightly tilt the DevaFuser for 360 degree air flow.

- 1 Set button to desired temperature setting.
- 2 Set speed to high or low.
- 3 Tilt head gently guiding the DevaFuser onto the scalp and in the nape area.
(Directly behind the ear.)
- 4 Hold for 2 minutes in this position to evaporate moisture and to begin setting the curl.
(Repeat the same process on the other side.)

Place the DevaFuser on the scalp in the temple region. (Above the ear.)

- 5 Hold for 2 minutes in this position to evaporate moisture and to begin setting the curl.
(Repeat the same process on the other side.)

For additional drying and extra volume, guide the DevaFuser onto the forehead region and tilt the dryer upward.

To dry the mid length of the hair, position the DevaFuser in between the bulk of hair so that it will dry inside and outside simultaneously.

For DevaClip users, put the clips on and follow the instructions above while clips are in hair.

NEW! DevaClips



CurlyQ's

Cleansing

- **How often should I No-Poo?**

When changing over to Deva for the first time, use the same routine as you would with a conventional shampoo. Once the hydration level in your hair improves, continue cleansing with No-Poo as often as necessary. We recommend once or twice a week. However, we do suggest wetting your hair and conditioning everyday until the desired hydration level is achieved.

- **What is the difference between No-Poo and Low-Poo?**

No-Poo is our zero lather conditioning cleanser specifically designed for dehydrated hair AND scalp. Low-Poo does not have any added conditioning botanicals and delivers a mild lather derived from coconut. Low-Poo is recommended for normal to oily scalp.

Be aware that residue from other products might be making your hair feel like it is oily when it really isn't.

- **Why does my hair still feel dirty after I cleanse with these products?**

Do not confuse your hair's natural moisture with feeling dirty or greasy. We are accustomed to how our hair feels when using detergent based shampoos from an early age and have believed that a "good" shampoo is one that lathers to a squeaky clean feel. Therefore the feeling of dry scalp and hair is all that we know. While conventional shampoos rely on synthetic detergents that deprive the hair of moisture, the Deva product line offers an alternative method of cleansing and conditioning using botanically derived ingredients that leave your hair and scalp hydrated... the way it should always feel.

- **What is the difference between DevaCare and DevaCurl?**

While both lines are sulfate-free and botanically infused, DevaCare has additional Vitamin C and orange peel wax that will slow color fading and oxidization. We recommend DevaCare for dehydrated, blow-fried, color treated and chemically processed hair.

- **What is the difference between DevaColor and DevaCurl?**

While both lines are sulfate free and botanically infused, DevaColor contains additional balancing pigments for natural, color treated and chemically processed hair.

- **Will the DevaColor line alter my existing color?**

DevaColor will not change your existing color if you balance your routine by alternating DevaColor with DevaCurl or DevaCare every other time you cleanse and condition. Should you decide to use DevaColor repeatedly, your existing color tone will slightly shift since it contains depositing pigments.

- **Can I detangle my hair with a comb in the shower?**

The fingers are the gentlest way to detangle the hair without causing breakage or disturbing the curl formation. Remember, your hands came before the comb was ever invented!

- **Can I leave the One Condition in my hair?**

Yes. However, should you decide to use B'Leave-In moisture supplement as well, we recommend rinsing out the One Condition completely as it may weigh down your curls when used in conjunction with B'Leave-In.

- **What is the difference between One Condition and B'Leave-In?**

One Condition is an ultra creamy, super rich conditioner drenched with botanicals that help to hydrate the hair from the inside-out. The hair absorbs what it needs and releases what it doesn't when rinsed. B'Leave-In is an additional moisture supplement specifically designed to be left in the hair. B'Leave-In is glycerin based with enriching proteins that deliver additional moisture, vitality and brilliance to the hair.

- **Why is B'Leave-In clear?**

Curly hair does not reflect light as easily as other hair types, so logic tells us that clear products will allow our locks to shine on!

Setting the hair

- **What is the difference between towel drying or using a paper towel or cotton t-shirt?**

Towels are too absorbent and cause friction. Paper towels or a t-shirt will provide a smoother and flatter surface to absorb just enough water to allow the styling products to set the curls and keep them intact.

- **How do I use B'Leave-In?**

After thoroughly rinsing out One Condition, evenly apply a generous amount of B'Leave-In Moisture Supplement to the hair. Then follow the instructions below:

***For tight and dehydrated curls:** Apply B'Leave-In with both hands in an upward scrunching motion to distribute the product evenly and to begin enabling the curl. If you desire a looser curl then apply B'Leave-In by gliding your fingers through the hair in a downward motion.*

***For wavy hair:** Apply B'Leave-In with both hands in an upward scrunching motion distribute the product evenly.*

***For straight hair:** Apply B'Leave-In by gliding your fingers through the hair in a downward motion before blow-drying.*

- **What is AnGéll's function?**

AnGéll is a clear, light weight, moisturizing and defining gel. It crystallizes the wet curl formation until it dries, protecting it from outside interferences such as wind, which can cause friction & frizz when agitated.

Using DevaCare's Arc AnGéll will give curls medium to firm hold.

- **How do I set my curls?**

Remove excess water from hair by scrunching it with paper towel.

Then, leaning forward and tilting head, evenly distribute the gel throughout the hair, scrunching in an upward motion. Next, evenly apply B'Leave-In to the hair, then spray or scrunch in the Set it Free to set the curl.

- **Will the AnGéll leave my hair hard?**

Initially, yes. The hair will dry to a hardened crystallized cast. As soon as you scrunch the dry and hardened curls, the cast will dissolve leaving your curls feeling soft, bouncy and enlivened. The more you scrunch the more volume and curl expansion you will create. If you scrunch just enough to dissolve the cast, your curls will have more definition and less volume.

Touching the hair before the AnGéll crystallizes will defeat the purpose of curl definition and create unwanted frizz!

Styling the hair

- **What is Set it Free and when should I use it?**

Set it Free is a 24-48 hour moisture lock infused with beeswax and olive oil. It provides additional frizz control, moisture, body and curl definition. Set it Free can be sprayed on wet and/or dry hair.

***For straight hair:** We recommend spraying Set It Free on a wet scalp and ends before blow-drying for extra volume.*

***For fine hair:** We do not recommend repeated usage throughout the day as too much beeswax may cause this hair type to feel heavy.*

- **What is Mist-er Right and how do I use it?**

This lavender based tonic and hair freshener helps revitalize and enliven even the most delicate and tired hair. Tilt head from side to side, then spray and scrunch gently in an upward spring motion toward the scalp. Use daily if needed. Mist-er Right will not leave your curls hard or crunchy.

You've seen us...

