

I ♥ RICCIO
CURLY HAIR EXPERT

The complete guide to the use of all
I LOVE RICCIO products!

Curly Training



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I Love Riccio Curly and Wavy Hair Kit

Kit contents:

Curlshine

Curl Switch

Rock'n Go

08

I Love Riccio Curly and Wavy Hair Kit with Mousse

Kit contents:

2Gentle

Delight Milk

Delicious Curl

I Love Riccio is the **leading specialist Italian brand** in the care and treatment of all types of curly hair, from wavy to afro.

Natural Ingredients, free of parabens, silicones and sulphates.

The formulas of the I Love Riccio products are fruit of the experience of Fulvio Tirrico, Italy's number 1 Curly Hair Expert and founder of I Love Riccio, and his in-depth knowledge of the characteristics and needs of curly, wavy and afro hair. The formulas of our products are free of parabens, silicones and sulphates, and respect the regular balance of the skin and hair, with no compromises, to guarantee maximum performance on all types of curls.

Rich in ingredients of natural origin, they are concentrations of functional and high-performance active ingredients that are able to meet the needs of all types of curly, wavy and afro hair on the basis of texture, thickness and porosity. Since the outset we have always sought to develop formulations that produce safe and guaranteed results also because, as Curly Hair Experts, we are the first ones to use the products in our Salons. This is why we have chosen to create natural solutions free of substances that weigh down the hair. For curls that are healthier, lighter, stronger and more hydrated than ever.

Naturally effective, with no compromises!



DERMATOLOGICALLY
TESTED



CRUELTY
FREE



HYPOALLERGENIC
PERFUME



SILICON AND
PARABEN FREE



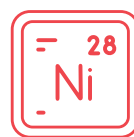
VEGAN



100% RECYCLED
PLASTIC



SULFATE
FREE



NICHEL
TESTED



MY CURLY GIRL
METHOD APPROVED

What tests are performed on our products?

STABILITY TEST À

To guarantee maximum quality and safety, our products undergo stringent tests to monitor their sensory (colour and smell), chemical-physical (pH and viscosity) and microbiological characteristics in both normal use conditions and variable conditions in terms of light and warmth, which accelerate their ageing. The analysis of these parameters enables us to assess the stability of the formulations in suitable storage, transport and usage conditions.

COMPATIBILITY TEST À

Before being distributed on the market, every I Love Riccio product must pass the “packaging compatibility test”: we examine its stability in its final primary packaging (tub, bottle, etc.) and we assess variations in the control parameters (physical appearance, colour, viscosity, pH, microbiological properties) and any packaging deformities. Once again, the test is performed in normal use conditions and in accelerated conditions (extreme temperature, light and pressure).

CHALLENGE TEST

In the development phase, this test makes it possible to assess the shelf life of the product during storage and throughout its period of use by the consumer. In practice, it involves the artificial contamination of the product with microorganisms and the subsequent analysis of the reduction of this contamination.

PH TEST

pH value is an important aspect of all formulations because it impacts on various product properties: stability, colouring, shelf life, etc. According to its characteristics and functions, every I Love Riccio product must fall within a specific pH range, constantly monitored both during and at the end of the production phase.

PATCH TEST

It is important to know that our products are safe and tolerated by our customers' skin. This is why, before the official launch, every finished product is tested on a group of volunteers (at least 20) through the application of skin patches containing potentially irritating substances for 48 hours. When this time has elapsed the conditions of the skin are assessed, assigning a score of between 0 (no reaction) and 4 (serious reaction). I Love Riccio products have obtained a score of 0 in every test they have undergone.

NICKEL TEST

Nickel is a heavy metal that not everybody is able to tolerate on their skin. For this reason our products undergo a specific test to measure the amount of nickel in them and establish their tolerability limit. If it is below 1 ppm, the risk of allergic reactions is minimal, even for those who are particularly sensitive to nickel. All I Love Riccio products are Nickel Tested < 1 ppm, as also stated on the labels of every pack.



Kit contents:

Curlshine

Curl Switch

Rock'n Go

I Love Riccio Curly and Wavy Hair Kit

Ideal for all curls that need more hydration, definition and volume

Wash your scalp and hair with the **Cleansing Cream** (Curlshine) then rinse thoroughly and hydrate with the **Curl Switch** mask, detangling your hair and leaving in for 5 to 10 minutes. Rinse and apply a blob of **Rock'n Go** to sopping wet hair, distributing from the roots to the ends using your hands.

You can apply it in two ways depending on the result you want to achieve and the mass of hair; Read below for more detailed instructions.

Method 1

Long hair with a lot of mass

• Step 1

We recommend **applying** the styling cream using the **sectional method**, which will ensure you apply the product evenly throughout your hair and consequently have more defined curly or wavy hair.

Divide your hair into **horizontal sections** and starting from the nape section (the ideal is to create sections 4 cm apart), **apply a Rock'n Go cherry** in the palm of your hands, rub them and apply the cream styling only and exclusively **with your hands as if they were a rake** (Rake technique), distributing the product well from roots to ends (pass your hands several times through the section, squeezing the locks tightly between your fingers). You will see the locks defined without knots, shiny and shiny. to the tips once this step is finished. Then move on to the next section with another Rock'n Go cherry until the entire head is completed.

IMPORTANT

To **eliminate frizz** it is very important that this operation is done on very wet hair. If during the styling application your hair feels not wet enough, **moisten it with a spray of water**.

• Step 2

Now perform **scrunching and pulsing**, i.e. squeeze your hair between your hands, crumpling the locks starting from the ends and going towards the roots. **Once you get there, tighten and loosen the fist that collects your hair over and over again as if it were pulsating**. This operation is essential to encourage the formation of your waves or curls and their definition.

• Step 3

At this point you need to **eliminate the excess water** and product from your hair. As? With the **microplopping** technique. You simply need to take the microfiber cloth we sent you and perform a quick and gentle scrunching all over your hair.

The time has now come for **drying** to be carried out rigorously with the **diffuser** and with the air from the hairdryer and the heat level not too high.

VERY IMPORTANT

Never touch your hair during the entire drying process but move your head from side to side and upside down to move the roots.

• Step 4

At **the end of drying**, when the hair is completely dry (you can check if it is perfectly dry by pressing a lock with your fingers, you won't have to feel damp inside) **you can remove the cast**. What is the cast? How do you delete it? It is the hard film of the styling product that forms at the end of drying and is eliminated by scrunching again with your hands, very delicately, so as to break it and have soft, defined and voluminous hair.

Method 2

Short hair and medium length

• Step 1

Apply a small amount of product in the palm of your hands, rub them and proceed by applying the Rock'n go using only and **exclusively your hands** as if they were a rake (Rake technique), distributing the product well over the entire head from the roots to the tips (pass the hands in the section, squeezing the locks tightly between the fingers). You will want to see defined, tangle-free, **shiny locks all the way to the ends once this step is complete.**

IMPORTANT

To **eliminate frizz** it is very important that this operation is done on very wet hair. If during the styling application your hair feels not wet enough, **moisten it with a spray of water.**

• Step 2

Now perform **scrunching and pulsing**, i.e. squeeze your hair between your hands, crumpling the locks starting from the ends and going towards the roots. Once you get there, **tighten and loosen the fist that collects your hair** over and over again as if it were pulsating. This operation is essential to encourage the formation of your waves or curls and their definition.

• Step 3

At this point you **need to eliminate the excess water** and product from your hair. As? With the **microplopping** technique. You simply need to take the microfiber cloth we sent you and perform a quick and **gentle scrunching** all over your hair.

The time has now come for **drying** to be carried out rigorously with the **diffuser** and with the air from the hairdryer and the heat level not too high.

VERY IMPORTANT

Non toccare mai i capelli durante tutto il processo di asciugatura ma sposta la testa da una parte all'altra e a testa in giù in modo da muovere le radici.

• Step 4

At **the end of drying**, when the hair is completely dry (you can check if it is perfectly dry by pressing a lock with your fingers, you won't have to feel damp inside) **you can remove the cast**. What is the cast? How do you delete it? It is the hard film of the styling product that forms at the end of drying and is eliminated by scrunching again with your hands, very delicately, so as to break it and have soft, defined and voluminous hair.

F.A.Q.

The hair is hard or has a wet look

- Try putting less product
- Try applying it to wetter hair
- Dab them better with the microfiber cloth
- Dry them better: they must be perfectly dry. Check that by squeezing a lock of hair the inside is dry and not damp.
- Massage them well after drying them.

The following days you can see some frizz

Re-wet them with a spray bottle, apply a dab of Floo Cream, our leave-in cream created specifically to restore definition to curls without having to wash them again, and proceed with drying.



Kit contents:

2Gentle

Delight Milk

Delicious Curl

I Love Riccio Curly and Wavy Hair Kit with Mousse

Ideal for all curls that need more hydration, softness and volume

Cleanse your scalp and hair with **2Gentle** volumizing shampoo then hydrate with the **Delight Milk** mask, detangling your hair and leaving in for 5 minutes. Rinse thoroughly and apply **Delicious Curl** mousse to sopping wet hair, once again perfectly distributing from the roots to the ends using your hands.

Method

• Step 1

Apply a small amount of product in the palm of your hands, rub them and proceed by applying the **Delicious Curl** using only and **exclusively your hands** as if they were a rake (Rake technique), distributing the product well over the entire head from the roots to the tips (pass the hands in the section, squeezing the locks tightly between the fingers). You will want to see defined, tangle-free, **shiny locks all the way to the ends once this step is complete.**

IMPORTANT

To **eliminate frizz** it is very important that this operation is done on very wet hair. If during the styling application your hair feels not wet enough, **moisten it with a spray of water.**

• Step 2

Now perform **scrunching and pulsing**, i.e. squeeze your hair between your hands, crumpling the locks starting from the ends and going towards the roots. Once you get there, **tighten and loosen the fist that collects your hair** over and over again as if it were pulsating. This operation is essential to encourage the formation of your waves or curls and their definition.

• Step 3

At this point you **need to eliminate the excess water** and product from your hair. As? With the **microplopping** technique. You simply need to take the microfiber cloth we sent you and perform a quick and **gentle scrunching** all over your hair.

The time has now come for **drying** to be carried out rigorously with the **diffuser** and with the air from the hairdryer and the heat level not too high.

VERY IMPORTANT

Non toccare mai i capelli durante tutto il processo di asciugatura ma sposta la testa da una parte all'altra e a testa in giù in modo da muovere le radici.

• Step 4

At **the end of drying**, when the hair is completely dry (you can check if it is perfectly dry by pressing a lock with your fingers, you won't have to feel damp inside) **you can remove the cast**. What is the cast? How do you delete it? It is the hard film of the styling product that forms at the end of drying and is eliminated by scrunching again with your hands, very delicately, so as to break it and have soft, defined and voluminous hair.

F.A.Q.

The hair is hard or has a wet look

- Try putting less product
- Try applying it to wetter hair
- Dab them better with the microfiber cloth
- Dry them better: they must be perfectly dry. Check that by squeezing a lock of hair the inside is dry and not damp.
- Massage them well after drying them.

The following days you can see some frizz

Re-wet them with a spray bottle and reapply the Delicious Curl as if you do the styling again, then scrunch and proceed with drying.

Shampoo for curly hair



Shampoo, for your curly hair, is a moment of well-being and essential care





2Gentle

Hydrating and volumizing protein shampoo Specifically for medium-fine curls.

Hydrating Shampoo

2GENTLE hydrating and volumizing shampoo specifically designed for fine wavy and curly hair.

Hydrates the hair thanks to the presence of precious Argan, Macadamia and Jojoba oils, and at the same time adds body and volume thanks to the keratin and collagen in the formula.

Do you want smooth, full-bodied waves and curls that don't go flat? Then **2GENTLE** is the perfect product for you!

A blob

After wetting your hair, apply a suitable amount of product to your fingertips and massage well into the scalp for 2-3 minutes. Rinse thoroughly.

Why you'll love it

Your waves and curls will become even fuller, softer, more voluminous and stronger without appearing weighed down. You'll feel their body with your fingers and love their transformation.

Who isn't it for?

If your wavy and curly hair is particularly thick and dry, this product isn't suitable for you!

You will need a more nourishing and hydrating shampoo. In this case, we recommend Curlshine shampoo.

FAQ

Can I use it every day?

Sure! It can only do your curls good.

Can I alternate it with Curlshine?

Certainly!



Curlshine

Hydrating shampoo for medium-thick wavy or curly hair in particular need of hydration, nourishment and softening, also perfect for those that want more volume and definition.

Delicate shampoo

Curlshine is an ultra-delicate shampoo that contains surfactants from Ecocert GreenLife certified plant sources. It is also nourishing and hydrating thanks to the presence of three beneficial oils for the hair structure, Argan, Macadamia and Jojoba.

Thanks to this cleansing cream you will finally be able to say goodbye to that dry and glassy effect when washing your hair, a key step in achieving voluminous, defined and full-bodied hair after styling!

Curlshine makes shampooing a moment of hydration for your wavy and curly hair.

A blob

After wetting your hair, apply a suitable amount of product to your fingertips and massage well into the scalp for 2-3 minutes. Rinse thoroughly.

Why you'll love it

You'll love this shampoo because your hair will be nourished and soft to the touch; you'll be able to feel the benefits by running your fingers through it!

The hydration and delicacy of Curlshine will leave your wavy and curly hair shiny and defined, ready for the next step: the **hydrating mask**.

Who isn't it for?

Curlshine shampoo is not suitable for those with particularly fine waves and curls. We recommend using **2GENTLE** shampoo for these hair types.

FAQ

Can I use it every day?

Sure! It can only do your curls good.

Can I alternate it with 2GENTLE?

Certainly.



Wash'n go

Co-wash cleansing cream for the cleaning and deep hydration of curls. Ideal for thick and particularly dry curly hair that has lost its natural moisture.

Non-foaming, it perfectly cleanses the scalp and lengths.

Co-washing

Wash'n Go is a cleansing cream **free of surfactants**. I Love Riccio was one of the first brands in Italy to talk about **co-washing** and also one of the first to create a **non-foaming** cleansing cream for curly hair!

Perfect for hydrated yet elastic curly hair; **Wash'n Go** is suitable for very dry and very thick curly hair that needs to be washed and hydrated at the same time.

A blob

After wetting your hair, apply a blob of cream to the scalp; massage in the product and distribute evenly across the hair. Emulsify with lukewarm water and use your fingers to distribute along lengths and ends. Massage and rinse again!

Why you'll love it

Use this cleansing cream and your scalp and hair will feel clean but also hydrated deep down.

Who isn't it for?

Wash'n Go isn't suitable for fine curls, which tend to get weighed down quite easily. For this type of hair, I Love Riccio recommends **2Gentle** or **Curlshine** shampoo

FAQ

How often can I use it?

If your curls are very dry you can use it every time you wash your hair; if your curly hair isn't particularly dry, you can alternate it with Curlshine shampoo.

Do I need to rinse?

Absolutely, yes. It is a cleanser and so it is important to rinse your hair thoroughly to remove the sebum, to which it will bind.



Purify Curly

Purifying Shampoo for all types of curly hair.

Purify Curly

Purify Curly is shampoo with **lenitive action** removes build up from hair caused by environmental impurities that make your hair frizzier, electric, weighed down, dull and less defined.

Thanks to its formulation, it soothes itching and other minor irritations, leaving the **scalp** clean and fresh and giving the **hair** strength.

Let's start your curly routine from a clean, purified yet **nourished** and **protected** base with Purify Curly!

A blob

Apply a small amount of product to the skin and emulsify, distributing along the lengths and ends of the air. Massage and then rinse.

Why you'll love it

You will love it because it is a shampoo for the Curly Girl Method! Once applied, you will feel a fresh and clean sensation on your scalp and hair that you have never experienced before.

F.A.Q.

Can I use it every day?

No, only every 5-6 washes. In the case of very porous hair, every 3-4 washes.

Is it for all types of curls?

Yes, even for wavy hair.



Silver Curl

Shampoo treatment that removes golden, yellow and red tints from your curls.

Once a week

This shampoo treatment was designed to remove golden, yellow and red tints from your curls. What is the best way of using it?

If you have a light tint you want to remove you can use it **in place of your shampoo** once a week. If your tint is darker, you can apply it **to dry hair** before washing. In this way, your curly hair will absorb more of the product and its anti-yellowing/reddening action will be more intense.

20-30 minutes

Leave in for 20 minutes before rinsing and then apply a mask and styling product.

You can **use it in place of your regular shampoo** once a week.

FAQ

Can I use it more than once a week?

Yes, sure.

Can I leave it in for longer?

Yes, sure.

Conditioner for curly hair

The conditioner is the mask for the deep nourishment of your curly or wavy hair.





Delight Milk

Protective and nourishing mask specifically for medium-fine curly and wavy hair that lacks volume and needs nourishing and hydrating without being weighed down.

Hydrating mask

Delight Milk is a hydrating and nourishing mask for fine curly and wavy hair.

This product was designed for all those after a nourishing mask that isn't heavy on the hair. Delight Milk does not leave behind any residues and once you have rinsed your hair it will feel nourished and bouncy as well as clean and light.

A blob

Apply a blob of the product after washing your hair, thoroughly distributing the mask over the roots, lengths and ends, detangling and massaging your curls with your hands.

Leave for 5 minutes then rinse!

Why you'll love it

It will leave your hair soft but not weighed down, hydrated but not oily and ready for the final stage of our curly routine: styling.

Who isn't it for?

Delight Milk isn't indicated for thick and very dehydrated wavy and curly hair which needs a more nourishing and softening mask. For this type of hair we recommend the **Curl Switch** mask or **Balby Cream**.

FAQ

What styling product can be combined with it afterwards?

Delicious Curl is the perfect styling product considering you are using a mask for fine curly hair.

How much rinsing is necessary?

It depends how dehydrated your hair is: a few seconds if it is very dry, a minute if your curls are elastic and not particularly dehydrated.



Curl Switch

Nourishing and hydrating mask ideal for particularly dry medium-thick curly or wavy hair: hydrates and nourishes without weighing the hair down.

Nourishing Mask

Curl Switch is a nourishing and hydrating mask ideal for medium-thick curly or wavy hair.

Thanks to its properties, Curl Switch hydrates, elasticises and eliminates frizz from curls. Because of its ability to rehydrate even the driest, frizziest and most difficult of hair, this is the most widely used mask by the I Love Riccio Curly Hair Experts.

A blob

After washing your hair, apply a blob to the roots, lengths and ends, massaging in with your fingers and gently detangling your curls.

Rinse your hair on the basis of how dry it is: from 5 seconds if it is very dry and thick to 15 for fine hair. This will ensure a little of the hydrating product remains on your curls.

Why you'll love it

If you correctly follow the steps indicated, after applying this mask your hair will feel soft, elastic and nourished but not weighed down. It will be ready to style.

For this type of curly hair we suggest applying Rock'n Go styling cream.

Who isn't it for?

Curl Switch is not suitable for particularly thin hair, which might appear weighed down.

The Delight Milk mask is definitely more appropriate for this type of hair.

FAQ

How much do I have to rinse?

It depends how dehydrated your hair is: a few seconds if it is very dry, a minute if your curls are elastic and not particularly dehydrated.

Can I use it every time I wash my hair?

Sure, it can only do your hair good.



Balby Cream

Ultra hydrating, nourishing and detangling mask for thick curls.

This mask can be used in different ways.

Mask alternative

You can use it as an alternative to your regular post-shampoo mask for greater nourishment.

Even just 5 seconds

You can apply it after shampooing and decide how much to rinse it depending on how dry your curls are.

You can rinse it for just 5 seconds or if your hair is extremely dehydrated you can dry directly without rinsing, as if it was a styling product.

A few days after washing

It can also be used on the days following washing: if your curls are particularly dry try wetting them with a little water using a spray bottle then applying a blob of this cream from the roots to the ends. Finally, dry: your hair will look perfect again!

How to use

Apply a blob of the product after washing your hair, thoroughly distributing the mask along lengths and ends.

Detangle and massage your curls with your hands. Leave to rest for 5 to 15 minutes and rinse for 5 seconds if your curls are very dry and frizzy; 15 seconds or more for normal curls.



LoveLock Balm

Quickly absorbed acidifying detangling conditioner with acidic pH, allows you to close and seal the cuticles.

Detangling conditioner

LoveLock Balm is the rapidly absorbed acidifying detangling conditioner, specifically designed to seal the hair cuticles and thus enhance the effects of the mask used during the Curly Routine. Thanks to the synergistic action of Babassu oil and biofermented trace elements, it increases combability and shine, making hair softer, more elastic and untangled.

Better after the mask

After shampooing and masking, apply it to **wet hair**, from lengths to ends, taking care to gently loosen knots with your hands or, if you prefer, using a detangling brush or a wide-toothed comb. Rinse well immediately after application or, if necessary, leave to act for a few minutes.

Because you will love it

Once applied, LoveLock Balm leaves an incredible sensation of softness and shine on your hair that will make you fall in love with your curls like never before. Once applied, LoveLock Balm leaves an incredible sensation of softness and shine on your hair that will make you fall in love with your curls like never before.

F.A.Q.

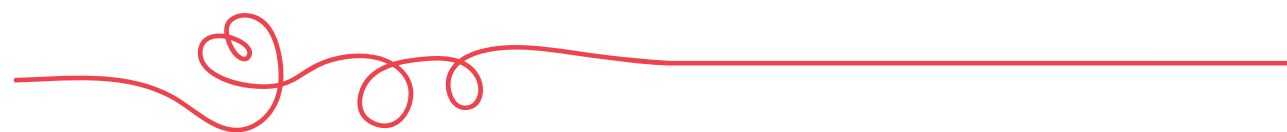
Can it be used alone, without applying the mask first?

Certainly, LoveLock Balm is a product that gives excellent results even without a mask! Remember that conditioner should always be used during the Curly Routine.

Can I use it after any I Love Riccio mask?

Yes, certainly! Apply your favorite I Love Riccio mask and then use conditioner.

Haircare products for curly hair



Curly hair requires specific products also for treating the most common problems that can afflict all types of hair.





SuperCurly Booster

Protein rebuilder for damaged and chemically treated curls. Restores the strength, volume and definition of your hair.

Repairs

This treatment **rebuilds curls that have been bleached**, dyed, undergone chemical and physical treatments or damaged by cuts that have thinned and textured them. Also excellent for **particularly dry** curls that struggle to grow because their ends split.

Better after a mask

After shampooing and rinsing your hair we recommend applying a mask to soften and detangle it. Rinse again and apply the rebuilder to towel-dried hair, **lock by lock**, from the roots to the ends, distributing thoroughly with your hands.

Divide your hair in 4-5 sections

You can divide your hair into 4 or 5 sections, depending on thickness, applying the product to each one. Begin **about 5 cm** above the scalp, using the pump to ensure that the section is **thoroughly covered** in the product.

Massage

Massage the section, moving your hands from the roots to the ends and vice versa, and leave in for **at least 30 minutes**. If you are uncomfortable about having wet hair for the entire waiting time **you can dry it** with the hot air of the hair dryer.

Repeat twice a month

At the end of the waiting time, thoroughly rinse your hair and apply the hydrating mask. Rinse after a few minutes. **Finish by applying** your favourite I Love Riccio **styling product** to wet hair. Repeat the treatment twice a month or whenever necessary.

FAQ

My hair feels hard after applying the treatment

- If your curls are particularly damaged, the sensation of rigidity may be due to the presence of the rebuilder in the hair which, penetrating the fragile and open areas of the cuticle, will make it feel different to before. It will feel softer after shampooing. In any case, this initial sensation is due to the repairing action of the product.
- Massage your curls after thoroughly drying them.



Detoxyl

Skin Purifying pre-shampoo: specifically designed for dandruff and itchy and scaly scalps.

Healthy scalp, stunning curls

We have created this product because our customers often complain that specific products for the scalp (anti-dandruff, anti-itching, sebum-balancing etc.) leave their curls very dry, creating an additional problem. Detoxyl looks after your scalp but also your curls.

Section by section

Apply it to **dry hair** before shampooing, section by section on the scalp, then massage with your fingertips to distribute the product. **Emulsify with hot water** as if shampooing then rinse thoroughly.

Shampoo hair and apply mask and styling product.



Primer Oil

Pre-shampoo treatment containing natural oils, an excellent nourishing and hydrating booster before washing.

Olive and Almond Oil

This product is designed to provide curls with **additional hydration**.

Used once a week before shampooing, it will nourish the hair deep down thanks to the synergic action of the natural **triglycerides** and **diglycerides** in the Olive and Almond Oil (obtained through the cold pressing of the seed).

Divide your hair in 4-5 sections

Before shampooing, apply **Primer Oil** to dry hair lock by lock (divide your hair into 4 or 6 sections of curls) distributing thoroughly from midway down the hair length to the ends, then **massage** the product **into the lock in the direction of the ends**, thoroughly squeezing your curls with your fingers to help the product penetrate the hair.

Once a week

Leave in for an hour; you can also wrap your hair in **clingfilm**. Once the waiting time is up, **emulsify** with hot water and rinse, then apply shampoo, mask and styling product.

Apply the treatment once a week.

FAQ

The product leaves my hair greasy

- Use a smaller quantity
- Take more time to rinse your hair



Intensive Anti Hair-Loss Lotion

Protects and strengthens your scalp. Stimulates hair growth, preventing hair loss, and improves the tone of fine and thin hair.

**Healthy scalp,
stunning curls**

Rebalancing lotion to prevent hair loss.

Its **specific ingredients** (keratin, panthenol, caffeine, menthol and trace elements) strengthen the hair from the root, restoring the balance of the scalp and stimulating the regularity of vital functions.

Twice a week

After thoroughly cleansing the skin, or with dry hair, apply the product to the scalp **section by section** and massage.

Do not rinse and wait a few minutes before drying your hair.

Recommended frequency: 2 applications a week.

Styling for curly hair

The moment of styling curly hair is the fundamental finishing touch for having well-defined and voluminous hair.





Delicious Curl

Styling mousse for defined and voluminous curls.
Ideal for medium-fine hair.

When you have rinsed off the mask after shampooing, apply the mousse to sopping wet hair, once again perfectly distributing from the roots to the ends using your hands.

Method

• Step 1

Apply a small amount of product in the palm of your hands, rub them and proceed by applying the **Delicious Curl** using only and **exclusively your hands** as if they were a rake (Rake technique), distributing the product well over the entire head from the roots to the tips (pass the hands in the section, squeezing the locks tightly between the fingers). You will want to see defined, tangle-free, **shiny locks all the way to the ends once this step is complete.**

IMPORTANT

To **eliminate frizz** it is very important that this operation is done on very wet hair. If during the styling application your hair feels not wet enough, **moisten it with a spray of water.**

• Step 2

Now perform **scrunching and pulsing**, i.e. squeeze your hair between your hands, crumpling the locks starting from the ends and going towards the roots. Once you get there, **tighten and loosen the fist that collects your hair** over and over again as if it were pulsating. This operation is essential to encourage the formation of your waves or curls and their definition.

• Step 3

At this point you **need to eliminate the excess water** and product from your hair. As? With the **microplopping** technique. You simply need to take the microfiber cloth we sent you and perform a quick and **gentle scrunching** all over your hair.

The time has now come for **drying** to be carried out rigorously with the **diffuser** and with the air from the hairdryer and the heat level not too high.

VERY IMPORTANT

Non toccare mai i capelli durante tutto il processo di asciugatura ma sposta la testa da una parte all'altra e a testa in giù in modo da muovere le radici.

• Step 4

At **the end of drying**, when the hair is completely dry (you can check if it is perfectly dry by pressing a lock with your fingers, you won't have to feel damp inside) **you can remove the cast**. What is the cast? How do you delete it? It is the hard film of the styling product that forms at the end of drying and is eliminated by scrunching again with your hands, very delicately, so as to break it and have soft, defined and voluminous hair.



F.A.Q.

The hair is hard or has a wet look

- Try putting less product
- Try applying it to wetter hair
- Dab them better with the microfiber cloth
- Dry them better: they must be perfectly dry. Check that by squeezing a lock of hair the inside is dry and not damp.
- Massage them well after drying them.

The following days you can see some frizz

Re-wet them with a spray bottle and reapply the Delicious Curl as if you do the styling again, then scrunch and proceed with drying.



DUAL
METHOD

Rock'n Go

Styling cream for elastic, defined and voluminous curls.
Ideal for medium-thick hair.

When you have rinsed off the mask after shampooing, apply **a blob of Rock'n Go** to **sopping wet hair**, distributing from the roots to the ends using your hands.

You can apply it in two ways depending on the result you want to achieve and the mass of hair; Read below for more detailed instructions.

Method 1

• Step 1

We recommend **applying** the styling cream using the **sectional method**, which will ensure you apply the product evenly throughout your hair and consequently have more defined curly or wavy hair.

Divide your hair into **horizontal sections** and starting from the nape section (the ideal is to create sections 4 cm apart), **apply a Rock'n Go cherry** in the palm of your hands, rub them and apply the cream styling only and exclusively **with your hands as if they were a rake** (Rake technique), distributing the product well from roots to ends (pass your hands several times through the section, squeezing the locks tightly between your fingers). You will see the locks defined without knots, shiny and shiny. to the tips once this step is finished. Then move on to the next section with another Rock'n Go cherry until the entire head is completed.

IMPORTANT

To **eliminate frizz** it is very important that this operation is done on very wet hair. If during the styling application your hair feels not wet enough, **moisten it with a spray of water**.

• Step 2

Now perform **scrunching and pulsing**, i.e. squeeze your hair between your hands, crumpling the locks starting from the ends and going towards the roots. Once you get there, **tighten and loosen the fist that collects your hair over and over again as if it were pulsating**. This operation is essential to encourage the formation of your waves or curls and their definition.

• Step 3

At this point you need to **eliminate the excess water** and product from your hair. As? With the **microplopping** technique. You simply need to take the microfiber cloth we sent you and perform a quick and gentle **scrunching** all over your hair.

The time has now come for **drying** to be carried out rigorously with the **diffuser** and with the air from the hairdryer and the heat level not too high.

VERY IMPORTANT

Never touch your hair during the entire drying process but move your head from side to side and upside down to move the roots.

• Step 4

At **the end of drying**, when the hair is completely dry (you can check if it is perfectly dry by pressing a lock with your fingers, you won't have to feel damp inside) **you can remove the cast**. What is the cast? How do you delete it? It is the hard film of the styling product that forms at the end of drying and is eliminated by scrunching again with your hands, very delicately, so as to break it and have soft, defined and voluminous hair.

Method 2

Short hair and medium length

• Step 1

Apply a small amount of product in the palm of your hands, rub them and proceed by applying the Rock'n go using only and **exclusively your hands** as if they were a rake (Rake technique), distributing the product well over the entire head from the roots to the tips (pass the hands in the section, squeezing the locks tightly between the fingers). You will want to see defined, tangle-free, **shiny locks all the way to the ends once this step is complete.**

IMPORTANT

To **eliminate frizz** it is very important that this operation is done on very wet hair. If during the styling application your hair feels not wet enough, **moisten it with a spray of water.**

• Step 2

Now perform **scrunching and pulsing**, i.e. squeeze your hair between your hands, crumpling the locks starting from the ends and going towards the roots. Once you get there, **tighten and loosen the fist that collects your hair** over and over again as if it were pulsating. This operation is essential to encourage the formation of your waves or curls and their definition.

• Step 3

At this point you **need to eliminate the excess water** and product from your hair. As? With the **microplopping** technique. You simply need to take the microfiber cloth we sent you and perform a quick and **gentle scrunching** all over your hair.

The time has now come for **drying** to be carried out rigorously with the **diffuser** and with the air from the hairdryer and the heat level not too high.

VERY IMPORTANT

Non toccare mai i capelli durante tutto il processo di asciugatura ma sposta la testa da una parte all'altra e a testa in giù in modo da muovere le radici.

• Step 4

At **the end of drying**, when the hair is completely dry (you can check if it is perfectly dry by pressing a lock with your fingers, you won't have to feel damp inside) **you can remove the cast**. What is the cast? How do you delete it? It is the hard film of the styling product that forms at the end of drying and is eliminated by scrunching again with your hands, very delicately, so as to break it and have soft, defined and voluminous hair.



DUAL
METHOD

Twist'n Go

Styling gel for soft, nourished and ultra-defined curls.
Ideal for medium-thick hair.

When you have rinsed off the mask after shampooing, apply a blob of **Twist'n Go** to sopping wet hair, distributing from the roots to the ends using your hands.

Method

• Step 1

Apply a small amount of product in the palm of your hands, rub them and proceed by applying the **Twist'n Go** using only and **exclusively your hands** as if they were a rake (Rake technique), distributing the product well over the entire head from the roots to the tips (pass the hands in the section, squeezing the locks tightly between the fingers). You will want to see defined, tangle-free, **shiny locks all the way to the ends once this step is complete.**

IMPORTANT

To **eliminate frizz** it is very important that this operation is done on very wet hair. If during the styling application your hair feels not wet enough, **moisten it with a spray of water.**

• Step 2

Now perform **scrunching and pulsing**, i.e. squeeze your hair between your hands, crumpling the locks starting from the ends and going towards the roots. Once you get there, **tighten and loosen the fist that collects your hair** over and over again as if it were pulsating. This operation is essential to encourage the formation of your waves or curls and their definition.

• Step 3

At this point you **need to eliminate the excess water** and product from your hair. As? With the **microplopping** technique. You simply need to take the microfiber cloth we sent you and perform a quick and **gentle scrunching** all over your hair.

The time has now come for **drying** to be carried out rigorously with the **diffuser** and with the air from the hairdryer and the heat level not too high.

VERY IMPORTANT

Non toccare mai i capelli durante tutto il processo di asciugatura ma sposta la testa da una parte all'altra e a testa in giù in modo da muovere le radici.

• Step 4

At **the end of drying**, when the hair is completely dry (you can check if it is perfectly dry by pressing a lock with your fingers, you won't have to feel damp inside) **you can remove the cast**. What is the cast? How do you delete it? It is the hard film of the styling product that forms at the end of drying and is eliminated by scrunching again with your hands, very delicately, so as to break it and have soft, defined and voluminous hair.



F.A.Q.

The hair is hard or has a wet look

- Try putting less product
- Try applying it to wetter hair
- Dab them better with the microfiber cloth
- Dry them better: they must be perfectly dry. Check that by squeezing a lock of hair the inside is dry and not damp.
- Massage them well after drying them.

The following days you can see some frizz

Re-wet them with a spray bottle and reapply the Delicious Curl as if you do the styling again, then scrunch and proceed with drying.



Floo Cream

Refreshing and Leave-in Cream for reviving curls. Definition, elasticity and hydration also on the days following washing.

No need to rewash

We created this product because curly hair is often **rewashed** not because it is dirty but because **it becomes dry and frizzy** one or two days after washing. Dry means that it loses definition, opens up and becomes dull.

Rewashing your hair is obviously very time consuming and often we just can't fit it in. This is where Floo Cream comes in. You can have **defined curls with a just-washed look** in just 5 minutes.

A small blob

As a Refresh: mist curls well with water. Apply Floo Cream to all the hair or just the parts you want to revive and distribute well with your hands strand by strand. Perform scrunching with your hands. Dry now with diffuser or in the air. Once perfectly dry, massage the hair.

As a Leave-in: after washing your hair, apply your favorite I Love Riccio mask, leave on as long as needed and rinse.

With wet hair, now apply Floo Cream and distribute evenly over lengths and ends making Pray Hands. This will help seal the cuticles, limiting moisture loss in the days after washing.

Finally, proceed with your preferred styling and blow-dry or air-dry, never touching the hair.

Scrunching

Next, scrunch: pat your hair with a **microfibre cloth** and dry **with a diffuser** or **air dry** if you want softer, less curly locks.

Release the magic

Once your hair is dry (you can check if it is completely dry by squeezing a lock between your fingers - it shouldn't feel damp inside) it will look rigid but then, by **massaging** your scalp thoroughly and squeezing your hair, **as if by magic the product will take effect and your curls will be incredibly soft and voluminous!**

Remember: massage your scalp and hair thoroughly once dry to activate the product and ensure your curls become nice and soft.

FAQ

My hair feels hard or has a wet look

- Try using a smaller quantity of the product
- Try applying it to wetter hair
- Pat dry more effectively with a microfibre cloth
- Dry it more thoroughly: it must be completely dry. Squeeze a lock to check that it is dry and not damp inside.
- Massage your hair thoroughly after drying.

My hair is a bit frizzy on the following days

Wet it with a spray bottle and apply a small amount of Floo Cream.



Magic Curl Reactivator

Refresh Spray. Rehydrate and redefine your curls in the days after washing.

Between washes

Specially designed to be sprayed onto dry hair, **Magic Curl Reactivator** Spray, saves time when you are in a **hurry and allows you to achieve instantly more moisturised and defined curls between washes.**

New life for hedgehogs

How to Refresh: Spray evenly onto dry hair, concentrating on the driest and frizziest areas. Carry out gentle scrunching to encourage the formation and definition of curls: squeeze the hair well between your hands by twisting the strands towards the scalp. Finally, leave to dry in the air or with a hair dryer and diffuser.
As a leave-in: During your Wash Day, after your mask and before styling, spray onto damp hair as a leave-in: its super-light texture will leave your curls moisturised without weighing them down.

Extraordinary primer

Magic Curl Reactivator is also an extraordinary primer: it layers very well with your favourite styling product, imparting a delicate scent without leaving a sticky effect on the hair.

F.A.Q.

Does it leave a sticky effect on the hair?

Absolutely not! Magic Curl Reactivator is a fluid emulsion with a super-light texture.

Can I use it after any I Love Riccio styling?

Yes, of course! You can apply it after any of our previously used styling products.

Do I have to dampen my hair before applying it?

It is not necessary to dampen your hair before spraying the product. The Magic Curl Reactivator is in fact ready to use, specially designed to work on wet hair.

Oils and butters for curly hair

I Love Riccio vegetable oils and butters are ideal for looking after your curly hair but also your skin.





Carrot oil

Pure carrot oil ideal for dry and brittle hair, perfect as a restructuring mask.

For top curls

Carrot oil is packed with **Beta-carotene**, a powerful antioxidant substance, and **vitamins A, C and E**; the latter are essential for hair growth and thickness. It is very useful for **dry and brittle hair**, after exposure to the sun and salt. It can be used on dry ends or all over the hair as a restructuring mask.

How to use

As a pre-shampoo strengthening vitamin mask: apply the oil to curls before shampooing, leave in place for 30 minutes then wash.

As a protective oil against the sun, salt and chlorine: apply the oil to hair, particularly to ends, before exposure to the sun.



Coconut Oil

Pure hydrating, enhancing and softening coconut oil for hair and body.

For top curls

Coconut oil is packed in saturated fatty acids, mildly **fragrant and very nourishing**. It is excellent for helping to take care of curly hair, particularly when dry or brittle, and controlling hair that tends to become frizzy.

How to use

As a super moisturiser: improve the hydration of your curls by adding a few drops of this oil to your regular mask.

As a pre-shampoo: apply the oil to curls before shampooing, leave in place for a few hours, then wash.

To shine/revive curls/nourish: apply a few drops of the oil to curls every day to keep your hair hydrated and looking radiant. Remember that coconut oil solidifies at around 15-20°C; as such, in the winter you will have to heat it up, for example in a bain marie, in order to use it as a hair mask.



Castor Oil

Pure 100% Natural Castor Oil. Fortifying, restructuring, revitalising.

For top curls

A **very highly regarded vegetable oil** obtained by pressing the seeds of the Ricinus plant and subsequently clarifying the oil by heat.

Its chemical composition is similar to that of keratin, a substance found naturally in our hair, and therefore **nourishes** and treats dry, brittle hair with split ends or subject to treatments like bleaching and perms. It has **antimycotic and antibacterial properties** and can be massaged into the skin to combat **dandruff** caused by dry skin.

How to use

To boost growth and hydration: apply the oil directly to the scalp and hair, gently massaging in. Leave for 20-30 minutes before shampooing.

To shine/revive curls/nourish: apply a few drops of the oil to curls every day to keep your hair hydrated and looking radiant.

After styling: put a few drops in hands, rub and apply to hair to remove cast and seal styling



Jojoba Oil

Pure Jojoba oil for face, body and hair. Softening, nourishing, anti-wrinkle.

For top curls

Its molecular structure is very similar to the natural sebum of the scalp. In fact, despite being an oil it has a strong **rebalancing action on the production of sebum** which stresses the scalp of oily hair. It is therefore particularly indicated for **oily hair** because it normalises the activity of the sebaceous glands. It is also a **natural antibacterial** and a good natural solution against **dandruff**.

How to use

Sebum-balancing, strengthening, elasticising mask: mix a few drops of oil with your hair mask to rebalance skin oil, leave in place then rinse.

After styling: put a few drops in hands, rub and apply to hair to remove cast and seal styling



Argan Oil

Fortifying, repairing, regenerating pure Argan oil for hair, nails, body and face.

The gold of the desert

One of the most precious natural oils, it is extracted from the Argania Spinosa plant which grows wild only in the semi-desert zones of Morocco.

This oil has a **very rich chemical composition** (linoleic acid, vitamins A and E, polyphenols). One of its main characteristics is that it is absorbed very quickly and, despite being an oil, does not leave behind any greasy residues, making even the dullest hair looking soft and shiny.

The presence of **vitamin E** and **antioxidants** also makes it useful for hydrating particularly dry and scaly scalps, combating the appearance of **dandruff**.

How to use

As a pre-shampoo: apply the oil to hair and massage, leave for 30 minutes then shampoo and apply a mask.

As a super moisturiser: add a few drops to your mask or finishing product.

After styling: you can apply a few drops to dry hair or the day after to revive and nourish curls. This will also protect them from damage.



Shea Butter

Shea Butter pure, nourishing, repairing, protective, for hair and body.

for skin and hair

Shea butter is extracted from the nut of the *Butyrospermum parkii* tree (this is why it is also known as *Butyrospermum parkii* butter). This ingredient is widely used in natural cosmetics and is packed with vitamins and fatty acids that are particularly beneficial for the hair and skin. It has repairing, protective, nourishing and hydrating properties. It can be used as a beauty mask on hair or as a natural frizz-control product on dry hair, in place of mineral butters and waxes, to hold your style in place. It is extremely versatile, excellent on hair and all parts of the body that need nourishment.

How to use

Depending on the length and density of your curls, melt between 1 and 3 teaspoons in a bain marie and add to your regular styling product. Mix thoroughly and apply to hair section by section.



Shine Now Hydrating Oil

Shine Now is a blend of ultra-pure oils for super-hydrated, soft and elastic curls.

Healthy scalp, stunning curls

Shine Now is a multi-purpose **blend of ultra-pure oils** to revive curls by providing **additional hydration**.

Contains Vitamin E and Sweet Almond, Argan, Macadamia and Jojoba oil. Ideal for frizzy hair, it nourishes deep down, leaving your curls soft and glossy, protects the hair and improves its elasticity.

Section by section

Use a few drops in the morning to revive curls, together with your styling product for added hydration, in your mask after shampooing for extra nourishment, or pure as a weekly mask, if your curls are thick and particularly dry.

Who isn't it for?

Not suitable for those with fine and slightly wavy hair.

Suitable for thick and particularly dry and porous curly hair.



Sun Defence

Delicate shampoo that protects against the sun, salt and chlorine.

Protective Shampoo

This ultra-delicate protective and hydrating shampoo containing Argan, Macadamia and Jojoba oils nourishes curly hair and removes harmful residues of chlorine and salt whilst also restoring the moisture of hair that has been dehydrated by the sun and wind. Thanks to its formulation it leaves curly hair soft and elastic. **Sun Defence** protects and nourishes curly and wavy hair that has been exposed to the aggression of the sun, chlorine, salt and the wind.

A blob

After wetting your hair, apply a suitable amount of product to your fingertips and massage well into the scalp for 2-3 minutes. Rinse thoroughly.

Why you'll love it

With Sun Defence you can protect and enjoy your soft curly and wavy hair even in the sun!



Curl Elisir Sun Oil

A blend of oils, nourishing and protective substances, with solar filter, for preventing the damage caused by the sun and eliminating damaging chlorine and salt residues.

Healthy scalp, stunning curls

A genuine elixir for your curls containing coconut, argan, macadamia and jojoba oils, as well as vitamin E, with nourishing, softening and protective properties to prevent the damage caused by the sun, salt and chlorine.

How to use

Spray onto hair multiple times per day or as needed.



“

The mission of our Brand
is to showcase
the beauty
of wavy, curly and afro hair.

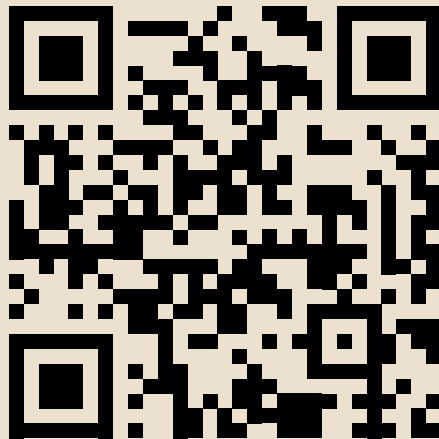
Fulvio Tirrico

Fulvio Tirrico

founder & ceo of I Love Riccio



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