

I ♥ RICCIO  
CurlyMan

The complete guide to the use of all  
products in the CurlyMan line

# Curly Training



The I Love Riccio **CurlyMan** line is exclusively dedicate to men's curly and wavy hair; a shampoo, mask and styling cream for the nourishment, hydration, volume, support and definition of men's hair.

## Natural Ingredients, free of parabens, silicones and sulphates.

Formulations containing natural ingredients, concentrations of functional and high-performance active ingredients. Free of parabens, silicones, sulphates and formaldehyde donors.

### Define, strengthen and nourish your curls

For years the Curly Hair Experts in our Salons have used the I Love Riccio products every day on thousands of people with curly, wavy and afro hair, achieving truly exceptional results. Working with lots of types of curly hair, I Love Riccio understands just how different men's and women's curly hair is and how men need dedicated products to make sure their curls look great at all times.

The CurlyMan Line was created taking the needs of male hair structure into account: rich in antioxidant substances, vitamins and minerals, it oxygenates and strengthens the follicles, preventing the hair from becoming weak and stimulating its growth.

## What tests are performed on our products?

### STABILITY TEST

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

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 mm, 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 mm, as also stated on the labels of every pack.



DERMATOLOGICALLY TESTED



CRUELTY FREE



HYPOALLERGENIC PERFUME



SENZA SILICONI E PARABENI



100% RECYCLED PLASTIC



SENZA SOLFATI



NICHEL TESTED



MY CURLY GIRL METHOD APPROVED



## CurlyMan Kit

Kit contents:

Drupe'n Wash

Bold Mask

Clover Cream

Three steps, three different products to give your curls nourishment, hydration, volume and support.

### Just a blob is enough

Evenly apply a blob of **Drupe'n Wash** shampoo to wet hair. Gently massage and then rinse. Repeat if necessary.

### Massage with your fingers

After washing your hair with CurlyMan **Drupe'n Wash** shampoo, apply a blob of the mask to the roots, lengths and ends, massaging in with your fingers and gently detangling your curls.

Leave for a few minutes and rinse according to the level of dryness of your hair: 5 seconds for thick, dry hair, 15 seconds or more for fine hair.

### Hands like a comb

Now apply a blob of **Modelling Cream** to wet hair, having only lightly wrung it out by hand, thoroughly distributing it on the roots and ends. Use your hands like a comb to detangle curls and evenly distribute the product.

Now pat the hair with a microfibre cloth to eliminate any excess water and dry with a diffuser without touching the hair. Massage thoroughly with your hands to activate the styling cream only when the hair is completely dry.



### Drupe'n Wash

Delicate shampoo with an antioxidant and hydrating action

Delicate hydrating and conditioning shampoo with antioxidant properties. Thanks to the presence of Ginseng extract, vitamins and minerals, it oxygenates and strengthens the follicles, preventing the hair from becoming weak and stimulating its growth.

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.



### Bold Mask

Hydrating and conditioning mask with energising formula. Contains ginseng extract.

Intense nourishment mask. Leaves your hair soft and shiny, eliminating the frizz effect. Thanks to the presence of Ginseng extract, vitamins and minerals, it oxygenates and strengthens the follicles, preventing the hair from becoming weak and stimulating its growth.



### Clover Cream

Hydrating and toning styling cream for defined, healthy and strong curls

Styling cream that hydrates and enhances the elasticity and definition of curls while restructuring and bolstering the hair structure thanks to the presence of keratin and collagen.

The presence of Ginseng extract, vitamins and minerals helps oxygenate and strengthen the follicles, preventing the hair from becoming weak and stimulating its growth.





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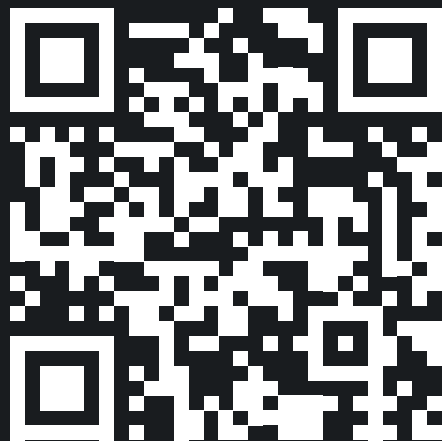
The mission of our Brand is to showcase the beauty of wavy, curly and afro hair.

*Fulvio Tirrico*

Fulvio Tirrico  
founder & ceo of I Love Riccio



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