

I♥RICCIO  
AfroLove

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

# Curly Training



The I Love Riccio **AfroLove** line dedicated to curly hair was born from the understanding that looking after and managing afro curls is much more difficult than other types of hair. But now there is a solution!

## A complete and naturally effective range

We have decided to create an exclusive treatment line containing natural ingredients to guarantee optimum hydration, definition and softness, with no compromises.

### Exceptional performance and extraordinary results

A comprehensive range, product of the perfect combination of functional plant-based active ingredients with outstanding nourishing, antioxidant, emollient and detangling properties: from coconut and avocado oils to shea butter and hydrolyzed wheat protein. The formulas of our products contain natural ingredients and are free of parabens, silicones and sulphates.



DERMATOLOGICALLY TESTED



CRUELTY FREE



HYPOALLERGENIC PERFUME



SILICON AND PARABEN FREE



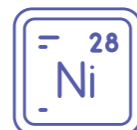
VEGAN



100% RECYCLED PLASTIC



SULFATE FREE



NICHEL TESTED



MY CURLY GIRL METHOD APPROVED

## What tests are performed on our products?

### STABILITY TEST

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 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.



## The Complete AfroLove Kit

Kit contents:

Cleansing Co-Wash

Styling Cream

Super Moisturising Mask

Thanks to the presence of coconut and avocado oils, shea butter and hydrolyzed wheat protein in the formula, your curls will be nourished, hydrated, soft, defined and light!

### Just a blob is enough

Apply the cleansing cream to the skin after wetting your hair. Emulsify with lukewarm water, massage and rinse.

### Massage with your fingers

Apply a good quantity of the mask to lengths and ends, detangling and massaging your curls with your hands. Leave for 5 to 15 minutes and rinse according to the degree of hydration desired.

### Hands like a comb

Apply the styling cream, to lengths and ends, in 4 cm horizontal sections (1 olive-size portion per section). Evenly distribute the styling cream all over wet hair with your fingers, working thoroughly into the locks. Now scrunch your curls in the palm of your hand and squeeze pushing down towards the scalp. Repeat using a microfibre cloth or cotton t-shirt.

Dry with a diffuser without touching the hair. Once dry, activate the product by gently massaging your hair and enjoy your wonderful curls!



### Magnifish Cleansing Co-Wash

Cleansing cream for afro hair types

Designed to wash the scalp and hair without dehydrating. Enriched with pure natural ingredients like Shea Butter, Avocado Oil, Coconut Oil and Wheat Protein, it performs a powerful nourishing, softening, anti-frizz and repairing action.



### Glorification Mask

Nourishing, softening and protective mask for afro hair.

Thanks to the properties of Shea Butter, emollient and hydrating, Avocado Oil, a powerful antioxidant, Coconut Oil, nourishing and anti-frizz action, and Wheat Protein, which repairs and strengthens the hair, this mask will restore the shine, softness and nourishment of your curls as well as making them easier to comb.



### Bulking Cream

Hydrating and modelling styling cream

specifically designed for afro hair types. It guarantees hold, frizz control and elasticity.

Enriched with a blend of ultra-pure oils and butters, it leaves the hair incredibly hydrated, shiny and soft, without weighing it down.

Perfect for braids, twists and knots. Your hair will have the definition you have always desired!



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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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