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**CAPTIVATE WITH CURL  
KMS California Curlup Products  
Condition, Control and Enhance**

Curls and waves come in all shapes, sizes and textures—from fine to coarse and from loose waves to tight spirals. **KMS California curlup** products offer control and condition for all types of curly hair, so that every woman can have the curls or waves that she's always wanted.

**Curlup** products enhance, control and create, offering customized style. Together, the products in the **curlup subline—Shampoo, Conditioner, Curling Balm, Control Creme, and Bounce Back Spray**—keep curly and wavy hair moisturized, bouncy and shiny, while providing flexible hold, definition and a crunch-free finish.

**Curlup Curling Balm Create and Define Frizz-Free Curl**

Enhance curls and waves while creating a soft touchable feel with **curlup Curling Balm**. The Orange and Mint extracts will add shine and leave curls looking smooth and stylish. And like all of the **curlup** products, it features a fusion of patented IOPS technology with orange and mint to deliver superior product performance.

For any curly or wavy hair challenge, **KMS California curlup** products have the solution. It's a brand new spin on captivatingly beautiful curls!

**KMS California (www.kmscalifornia.com):**

KMS California is a recognized leader in the professional salon industry for its selection of shampoos, conditioners, treatments, styling and finishing products. KMS California Global Headquarters are in Santa Monica, California.

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