

Not Your Mama's Perm

Magical in-salon texturizing service that doubles as a protein treatment, delivering natural-looking body, bounce and curl - while actually improving how hair looks and feels.

Vegan ingredients

Fewer steps

Softer scent

Only 90-minutes

Infused with PisumProtex™ pea protein technology, our structure-building solution won't cause damage to your hair or the planet.



Scan for Curl
Cult before &
afters

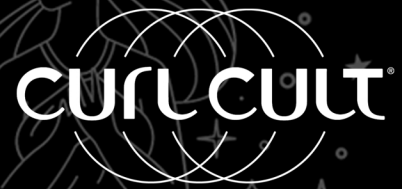


Formulated with

**FRIZZ CONTROL
STRENGTHENING
HYDRATION**

for all hair types

Are you ready to join the movement?



Curl Cult®
Certified stylists
who perform
just 3 services
per week earn
an additional
\$37,000 per year*

**based on \$250 per service*



Curl Cult braid perm technique, no rods necessary



PERM QUEEN JANINE

Meet our fearless Curl Cult founder -
celebrity stylist, salon owner, Janine Jarman.
She's always had a thing for perms. But
the process? Not so much.

She felt the need to reimagine the traditional
perm process and spent seven years conjuring up
Curl Cult - a simpler, healthier, more sustainable
texturizing treatment. The hero permanent styling
system is vegan and clean, with a soft scent and even
softer results, that produce effortless waves and curls that
grow out with you.

The Curl Cult® Difference

CLEAN & HEALTHY

Made with vegan ingredients. Paraben,
sulfate surfactant & thio-free. With pea protein
and plex technology.

NEUTRALIZE OVER TOP

Goes right over top for quicker, updated application,
no more messy rinsing & blotting.

CLIENT COMFORT

Better smelling solution great for small spaces,
90% of the service done at the chair.

EDUCATION & SUPPORT

Made for stylists by stylists. Easy and accessible
education & support as you get started.



GET CERTIFIED

35

MINUTES

We can have you
ready to roll in less
than one hour.

**THE MODERN-DAY PERM IS BACK AND BIGGER THAN EVER
— HERE'S WHAT YOU NEED TO KNOW - POPSUGAR**

THE RISE OF THE PERM IS UPON US - MANE ADDICTS

THE PERM IS OFFICIALLY BACK IN 2021 - L'OFFICIEL

curlcult.com

[@curlcult](https://www.instagram.com/curlcult)