

cantu®

AWARD-WINNING CARE
FOR TEXTURED HAIR



Cantu Classics

Moisturizing Cream Shampoo



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. Whether hair is relaxed, natural or colored, Cantu Moisturizing Cream Shampoo is great to use with every wash.

Product Benefits: Moisturizes dry, brittle hair with pure shea butter. Maintains a healthy scalp & soft, strong, shiny hair. Cleanses product buildup without hair breakage. Great for relaxed, texturized, colored & permed hair.

How To Use: Apply a generous amount to wet hair. Lather beginning at the root and work toward ends. Rinse thoroughly with cool water. A second lather and rinse are recommended for hair with heavy product buildup.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|---------------|--------------|----------------|----------------|
| 00001-12/3EUS | 00001-12/3NPK | 856017000010 | 20817513018071 | 10817513018074 |

Moisturizing Rinse-Out Conditioner



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. Whether hair is relaxed, natural or colored, Cantu Moisturizing Rinse Out Conditioner softens and protects fragile strands.

Product Benefits: Moisturizes dry, brittle hair with pure shea butter. Softens, detangles & Adds shine. Protects against split ends & breakage.

How To Use: After cleansing with Cantu Moisturizing Cream Shampoo, apply to ends and work toward the root. Rinse thoroughly with cool water.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|---------------|--------------|----------------|----------------|
| 00002-12/3EUS | 00002-12/3NPK | 856017000027 | 20817513018088 | 10817513018081 |

Leave-In Conditioning Repair Cream

Product Positioning: Shea butter infused deep penetrating conditioning treatment made with pure shea butter and other natural oils to help stop and mend breakage, help protect against split ends and add manageability and shine with every application. When used daily, Cantu Leave-In Conditioning Cream helps promote stronger, healthier hair.

Product Benefits: Helps mend hair breakage, protect against split ends and reduces frizz, and hydrates & moisturizes with shea butter & natural oils.

How To Use: Daily: Apply a generous amount of product to ends of damp hair and work towards roots. Comb through for even distribution. Do not rinse. Apply more to the ends of longer hair or problem areas.

Leave-In Treatment: Apply as directed for “Daily Styling” and cover with a plastic cap overnight for maximum absorption and intense conditioning.

Frizz Free Hair: Apply daily to split ends or damaged areas. Comb through and let dry naturally.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|---------------------------------|--------------|----------------|----------------|
| 01120-12/3EUS | 01120-12/3EUS 01120-12/3NEUS | 856017000126 | 20817513018149 | 10817513018142 |



Argan Oil Leave-In Conditioning Repair Cream



Product Positioning: Argan oil infused deep penetrating conditioning treatment made with pure argan oil and other natural ingredients to help protect hair from the damages of every day styling. When used daily, Cantu Argan Oil Leave-In Conditioning Cream helps promote stronger, healthier hair.

Product Benefits: Deeply moisturizes to protect hair from damage, helps strengthen hair to protect against breakage, encourages shine, elasticity & growth, and hydrates & moisturizes with Argan Oil and other natural ingredients.

How To Use: Daily: Apply a generous amount of product to ends of damp hair and work towards roots. Comb through for even distribution. Do not rinse. Apply more to the ends of longer hair or problem areas.
 Leave-In Treatment: Apply as directed for “Daily Styling” and cover with a plastic cap overnight for maximum absorption and intense conditioning.
 Frizz Free Hair: Apply daily to split ends or damaged areas. Comb through and let dry naturally.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|----------------------------------|--------------|----------------|----------------|
| 07517-12/3EUS | 07517-12/3TEUS 07517-12/3NEUS | 817513015175 | 20817513018231 | 10817513018234 |

Grow Strong Strengthening Treatment



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. Cantu Grow Strong Strengthening Treatment helps protect against breakage before it starts and encourages strong growth.

Product Benefits: Strengthens fragile, weak hair to help minimize breakage, conditions dry, brittle hair, and protects hair against heat & styling damage. Great for relaxed, natural, texturized, colored & permed hair.

How To Use: Daily Styling: Massage into hair beginning at the root and work toward ends. For deeper penetration, cover with plastic cap overnight.

Daily Protection: Apply before brushing, styling, drying or setting to form a thermal protection barrier around hair.

Pre/Post Chemical Treatment: Apply 3 days prior and 3 days after relaxing or coloring hair.

Where To Find: Multicultural hair care aisle

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|----------------|--------------|----------------|----------------|
| 00004-12/3EUS | 00004-12/3NEUS | 856017000041 | 20817513018095 | 10817513018098 |

Oil Sheen Deep Conditioning Spray



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. Cantu Oil Sheen Deep Conditioning Spray non-tacky formula will add shine without weighing hair down.

Product Benefits: Moisturizes dry, brittle hair with deep penetrating oils. Softens, detangles & add shine. Provides extra protection from split ends & breakage. Great for relaxed, texturized, colored & permed hair.

How To Use: Hold can 8-10 inches away from dry hair. Spray evenly using quick consistent strokes.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|----------------|--------------|----------------|----------------|
| 07501-12/3EUS | 07501-12/3NEUS | 817513015014 | 20817513018484 | 10817513018487 |

Super Shine Hair Silk



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. Cantu Super Shine Hair Silk delivers brilliant shine without a tacky buildup for sleek, smooth styles.

Product Benefits: Shines and smoothes without heavy buildup. Strengthens hair to help minimize breakage. Helps protect against heat damage. Great for relaxed, texturized, colored & permed hair.

How To Use:

Daily Styling – Apply to dry or damp hair beginning at the root and works towards ends. Comb through for even distribution. Do not rinse. Style as usual.

Reconstructive Treatment – Apply a generous amount to damp, not wet, hair. Wrap hair in a warm, wet towel for 20 minutes. Remove wrap and comb through for even distribution. Do not rinse. Style as usual.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|---------------|--------------|----------------|----------------|
| 00009-12/3PK | 00009-12/3NPK | 856017000096 | 20817513018125 | 10817513018128 |

Leave-In Conditioning Mist



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. When used daily, Cantu Hydrating Leave-In Conditioning Mist hydrates and adds shine.

Product Benefits: Shines and hydrates. Detangles to reduce breakage. Helps protect against frizz & flyaways. Great for relaxed, texturized, colored & permed hair.

How To Use:

Spray on damp hair. Do not rinse. Style as usual.

Styling Tips: For added conditioning, repair, and manageability...

-Apply Cantu Thermal Shield Heat Protectant to help protect against breakage caused by heated styling tools.

-After heat styling, apply Cantu Oil Sheen Spray to provide extra protection from split ends and breakage.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|---------------|--------------|----------------|----------------|
| 07620-12/3EUS | 07620-12/3NPK | 817513016202 | 20817513018415 | 10817513018418 |

Thermal Shield Heat Protectant



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. Cantu Thermal Shield Heat Protectant is a pre-treatment for all hairstyles to help minimize damage caused by flat irons and other heated styling tools, while adding moisture to strands for smoother, frizz-free results.

Product Benefits: Lightweight formula helps minimize heat damage. Reduces frizz & tames flyaways. Conditions & smoothes. Great for relaxed, texturized, colored & permed hair.

How To Use:

Spray on damp hair before blow drying or air drying. Dry hair completely. Lightly mist hair evenly in targeted areas, section by section, before using flat iron or curling iron.

Tips: For added conditioning, repair, and manageability...

- Apply Cantu Leave-In Conditioning Repair Cream to damp hair after shampooing to stop and mend hair breakage.

- Finish the look with Cantu Oil Sheen Spray to provide extra protection from split ends and breakage.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|----------------|--------------|----------------|----------------|
| 07558-12/3EUS | 07558-12/3NEUS | 817513015588 | 20817513018354 | 10817513018357 |

Tea Tree & Jojoba Hair & Scalp Oil



Product Positioning: Made with pure shea butter, tea tree and jojoba oil to replace vital moisture revealing stronger, healthier hair with a natural shine while conditioning the scalp. For daily use on all hair types, wet or dry.

Product Benefits: Conditions and smoothes the scalp. Nourishes roots to help encourage healthy hair growth. Moisturizes dry, brittle hair. Great for weaves, extensions and braids

How To Use: Remove cap from nozzle to dispense product.

Styling Tips:

Daily Styling – Dispense a small amount into hair beginning at the root, Comb through for even distribution. Do not rinse.

Scalp Conditioner – Part hair into sections revealing the scalp. Massage into scalp. Do not rinse. Style as usual.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|----------------|--------------|----------------|----------------|
| 00008-12/3EUS | 00008-12/3NEUS | 856017000089 | 20817513018118 | 10817513018111 |

Leave-In Conditioning Lotion



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. When used daily, Cantu Smoothing Leave-In Conditioning Lotion is formulated to replenish and revitalize stressed strands for smooth, frizz-free results without weighing hair down.

Product Benefits: Smooths frizz & conditions. Reduces friction for easier detangling. Protects hair from heat & reduces drying time. Great for curly, relaxed, texturized, colored & permed hair.

How To Use: Apply a generous amount to damp hair beginning at ends and work towards the root. Comb through for even distribution. Do not rinse. Style as usual.

Styling Tips: For added conditioning, repair, and manageability...

-Apply Cantu Thermal Shield Heat Protectant to help protect against breakage caused by heated styling tools.

-After heat styling, apply Cantu Oil Sheen Spray to provide extra protection from split ends and breakage.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|----------------|--------------|----------------|----------------|
| 07621-12/3EUS | 07621-12/3NEUS | 817513016219 | 20817513018422 | 10817513018425 |

Hair Dressing Pomade



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. Cantu Hair Dressing Pomade seals in moisture while adding control for hard to hold styles.

Product Benefits: Defines curls & twists. Smooths edges. Seals in moisture for brilliant shine. Helps protect against frizz. Great for relaxed, texturized, colored & permed hair.

How To Use: Gently apply using fingertips or palms.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|----------------|--------------|----------------|----------------|
| 00368-12/3EUS | 00368-12/3NEUS | 874211002685 | 20817513018064 | 10817513018067 |

Daily Oil Moisturizer



Product Positioning: Made with pure shea butter to replace vital moisture revealing stronger, healthier hair with a natural shine. Cantu Daily Oil Moisturizer helps reduce split ends, conditions each strand without weighing hair down.

Product Benefits: Revitalizes dry, brittle hair with deep-penetrating shea butter & essential oils. Nourishes & detangles to reduce split ends & breakage. Helps protect against damage caused by harsh weather. Great for relaxed, texturized, colored & permed hair.

How To Use: Shake well before use. Apply to ends of hair working towards roots. Comb and style as desired. Reapply as needed.

Styling Tips: For added conditioning, repair, and manageability...

-Massage a generous amount throughout wet hair after shampooing and leave on for 3-5 minutes before styling.

-For additional protection from heated styling try Cantu Thermal Shield Heat Protectant.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|---------------|----------------|--------------|----------------|----------------|
| 00006-12/3EUS | 00006-12/3NEUS | 856017000065 | 20817513018101 | 10817513018104 |

Cantu Naturals

Sulfate-Free Shampoo



Product Positioning: Award winning sulfate-free formula rich lather gently cleanses and moisturizes helping to reduce breakage during shampooing. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Rich lather removes heavy buildup
- Gentle formula prevents breakage
- Great for natural & colored hair

How To Use: Wet hair completely. Massage into wet hair beginning at the root and work toward ends. Lather then rinse thoroughly with cool water. A second lather and rinse are recommended for hair with heavy product buildup.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07531-12/3EU | 07531-12/3NEUS | 817513015311 | 20817513018279 | 10817513018272 |

Sulfate-Free Conditioner



Product Positioning: Unique sulfate-free formula moisturizes dry, brittle hair and prevents split ends and breakage for healthier, hydrated hair. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Helps hair retain natural oils for fewer split ends
- Moisturizes revealing healthier, hydrated hair
- Conditions & adds slip for less breakage

How To Use: Apply a generous amount to ends and work toward the root. Rinse thoroughly with cool water.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07532-12/3EU | 07532-12/3NEUS | 817513015328 | 20817513018286 | 10817513018289 |

Define & Shine Custard



Product Positioning: Ultra moisturizing ingredients make the driest curls defined and healthy. Define & Shine Custard helps reduce hair bulk, elongates curls and provides enough hold for long lasting styles that stay. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Perfect hold for long lasting styles
- Delivers brilliant shine & perfect hold
- Helps reduce hair bulk by elongating curls

How To Use: Apply to soaking wet hair in small sections. Smooth each section with fingers beginning at the root and work toward ends.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07012-12/3EU | 07012-12/3NEUS | 817513010125 | 20817513018217 | 10817513018210 |

Wave Whip



Product Positioning: Creates crunch-free, touchable waves and curls for frizz-free and full of volume styles. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- defines waves & curls without the crunch
- touchable, frizz-free finish
- weightless moisture & conditioning
- perfect for perm rod sets

How To Use: Apply to wet hair, then scrunch hair upward toward the scalp, hold and release. Allow hair to air dry or diffuse.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07570-12/3EU | 07570-12/3NEUS | 817513015700 | 20817513018385 | 10817513018388 |

Twist & Lock Gel

Product Positioning: Award Winning formula moisturizes, de-frizzes and adds manageability to hair revealing soft, shiny twists and locks. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Controls frizz for a silky smooth hold
- Unique moisturizing cream gel viscosity
- Great for twists & braid outs

How To Use:

For Twists - section hair and apply a generous amount to each section. Twist the hair with a comb or fingers.

To touch up twists or locks between cleansings, section hair and apply enough product to coat new growth. Palm roll locks or re-twist hair to touch up.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07005-12/3EU | 07005-12/3NEUS | 817513010057 | 20817513018194 | 10817513018197 |



Leave-In Conditioning Cream



Product Positioning: Same great formula as Cantu Leave-In Conditioning Repair Cream, America's #1 Leave-In, optimized for Natural Hair. When used daily, it helps promote stronger, healthier hair. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Stops & Mends hair breakage
- Hair is soft & manageable
- Reduces frizz & flyaways

How To Use: Apply a generous amount of product to ends of damp hair and work toward roots. Comb through for even distribution. Do not rinse.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07013-12/3EU | 07013-12/3NEUS | 817513010132 | 20817513018224 | 10817513018227 |

Curl Activator Cream



Product Positioning: Smooths and enhances natural curl pattern revealing frizz-free volume. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Activates curls revealing frizz-free, bouncy curls
- Delivers volume & shine
- Great for a quick Wash n’ Go

How To Use: Apply to damp hair section by section. Reapply to dry hair as needed for additional moisture.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07000-12/3EU | 07000-12/3NEUS | 817513010002 | 20817513018156 | 10817513018159 |

Coconut Curling Cream



Product Positioning: Award Winning formula defines, conditions and adds manageability revealing soft, elongated curls. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Defines curls without weighing down hair
- Moisturizes & strengthens strands
- Reduces frizz

How To Use: Smooth onto damp hair, section by section, beginning at the root and work toward ends. Do not rinse.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07003-12/3EU | 07003-12/3NEUS | 817513010033 | 20817513018170 | 10817513018173 |

Comeback Curl



Product Positioning: Redefines, moisturizes and restores curls back to a frizz-free and full of life state. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Refreshes curls
- Reduces frizz & adds shine
- Extends styles

How To Use: Spray on dry or damp hair, section by section, to restore, refresh and revive curls, coils and waves. Reapply to dry hair as needed for additional moisture.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07565-12/3EU | 07565-12/3NEUS | 817513015656 | 20817513018361 | 10817513018364 |

Coconut Oil Shine & Hold Mist



Product Positioning: Coconut Oil seals in moisture and tames frizz and flyaways revealing softer, smoother curls with just enough hold. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Coconut Oil protects hair
- Provides lasting moisture & shine
- Rehydrates & smoothes

How To Use: Apply to damp hair section by section. Reapply to dry hair as needed for extra moisture and shine.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07006-12/3EU | 07006-12/3NEUS | 817513010064 | 20817513018200 | 10817513018203 |

Edge Stay Gel

Product Positioning: Conditions and smoothes frizz and flyaways for shiny, sleek styles with a long-lasting, flake-free hold. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Perfect for sleek, smooth styles & ponytails
- Conditions & shines
- Long-lasting, flake-free hold

How To Use: Apply to edges and smooth with fingertips or tightly bristled brush

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle



Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07569-12/4EU | 07569-12/4NEUS | 817513015694 | 20817513015698 | 10817513015691 |

Deep Treatment Masque

Product Positioning: Award Winning formula penetrates deep into the hair shaft for an intense treatment to repair and replenish over-processed, damaged hair. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Restores & strengthens dry, damaged hair
- Great for over-processed hair
- Increases hair elasticity for reduced breakage

How To Use: Thoroughly coat damp hair section by section. Let set for 30 minutes then rinse with cool water.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle



Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07004-12/3EU | 07004-12/3NEUS | 817513010040 | 20817513018187 | 10817513018180 |

Creamy Hair Lotion



Product Positioning: Conditions hair for easier detangling and smoothes for frizz free hair in no time. Made with pure shea butter to replace vital moisture, revealing stronger, healthier hair with a natural shine.

Great for: relaxed, texturized, colored & permed hair; medium to thick textures

Benefits:

- conditions, replenishes & revitalizes
- primes & protects stressed strands
- formulated to reduce drying time

Styling Tips:

- Apply Cantu Thermal Shield Heat Protectant to prevent damage caused by heated styling tools.
- After heat styling, apply Cantu Oil Sheen Spray to provide extra protection from split ends and breakage.

How To Use: Apply a generous amount to damp hair beginning at the root and work toward ends. Comb through for even distribution. Do not rinse. Style as usual. No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07001-12/3EU | 07001-12/3NEUS | 817513010019 | 20817513018163 | 10817513018166 |

Conditioning Co-Wash



Product Positioning: Gently cleanses curls and scalp removing heavy product buildup while a unique blend of natural butters and oils infuse moisture. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Creamy cleanser gently removes buildup
- Infused with 15+ natural butters & oils
- Hair is clean & moisturized

How To Use: Wet hair completely. Apply a generous amount to the root and work toward ends. Gently massage scalp to remove buildup. Thoroughly rinse with cool water.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|---------------|--------------|----------------|----------------|
| 07014-12/3EU | 07014-12/3NPK | 817513010149 | 20817513010143 | 10817513010146 |

Coil Calm Detangler



Product Positioning: Softens and conditions hair for easy, tangle-free styling. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Adds slip for soft, tangle-free hair
- Infuses shine & moisture
- Silicone Free formula

How To Use: Spray onto damp hair section by section. Comb through and style as usual.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07534-12/3EU | 07534-12/3NEUS | 817513015342 | 20817513018293 | 10817513018296 |

Strengthening Styling Gel

Product Positioning: A styling gel infused with Jamaican Black castor Oil is perfect for maximum hold and to help strengthen strands, while adding definition to fine or damaged hair.

Benefits:

- Maximum hold.
- Made with Shea Butter.
- No alcohol, crunch, flakes or itch.

How To Use: Section hair and apply a generous amount to each section. Distribute product evenly with a comb or fingers.

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07927-12/3EU | 07927-12/3NEUS | 817513019272 | 20817513019276 | 10817513019279 |



Anti-Shedding Styling Gel

Product Positioning: A styling gel infused with honey is perfect for maximum hold and to help elongate curls and protect against shedding.

Benefits:

- Maximum hold.
- Anti-shedding.
- No alcohol, crunch, flakes or itch.

How To Use: Section hair and apply a generous amount to each section. Distribute product evenly with a comb or fingers.

Where To Find: Multicultural hair care aisle



Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07925-12/3EU | 07925-12/3NEUS | 817513019258 | 20817513019252 | 10817513019255 |

Moisture Retention Styling Gel

Product Positioning: A styling gel infused with Flaxseed and Olive Oil is perfect for maximum hold and to help boost moisture retention.

Benefits:

- Maximum hold.
- Made with shea butter.
- No alcohol, crunch, flakes or itch

How To Use: Section hair and apply a generous amount to each section. Distribute product evenly with a comb or fingers.

Where To Find: Multicultural hair care aisle



Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
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| 07926-12/3EU | 07926-12/3NEUS | 817513019265 | 20817513019269 | 10817513019262 |

Intensive Repair Deep Treatment Masque

Product Positioning: Penetrates deep into the hair shaft for an intense treatment to repair, restore and strengthen dry, damaged hair. Made with pure shea butter and formulated without harsh ingredients, Cantu restores your real, authentic beauty. Embrace your curly, coily or wavy hair with Cantu.

Benefits:

- intense conditioning treatment restores & strengthens dry, damaged hair
- boosts moisture retention for increased hair elasticity & reduced breakage
- made with pure shea butter for added manageability & shine

How To Use:

-For intense conditioning of dry, damaged hair apply generously to clean, damp hair. Cover hair with plastic cap and apply moderate heat for 15 minutes. Rinse thoroughly with cool water.

-For fragile, transitioning or over-processed hair. Apply generously to clean, damp hair beginning at ends and work toward the root. Using a silk scarf wrap hair before going to bed. In the morning, rinse hair with cool water. Style as usual.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | New Item # | UPC | Inner GTIN | Case GTIN |
|--------------|----------------|--------------|----------------|----------------|
| 07632-24/6EU | 07632-24/6NEUS | 817513016325 | 20817513016329 | 10817513016322 |



Deep Nourishing Hair & Scalp Masque Packette



Product Positioning: Made with Rhassoul Clay.
Intense moisture to combat dryness, frizz, & scalp flakiness.

How To Use: Massage packette to activate. Apply generously to clean, damp hair beginning at ends and work toward the scalp. Massage into the scalp for added scalp benefits. Leave in for 10-15 minutes, then rinse with cool water, revealing frizz-free, moisturized hair and a flake-free scalp.

No mineral oil, sulfates, parabens, or silicones

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07910-24/6PK | 817513019104 | 20817513019108 | 10817513019101 |

Clarify & Renew Hair & Scalp Masque Packette



Product Positioning: Made with Bentonite Clay.

Gentle hair & scalp detox. Made with vitamin nourishment for added elasticity & shine.

How To Use: Massage packette to activate. Apply generously to clean, damp hair beginning at ends and work toward the scalp. Massage into the scalp for added scalp benefits. Leave in for 10-15 minutes then rinse with cool water revealing soft, nourished strands and a revitalized scalp.

No mineral oil, sulfates, parabens, or silicones

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07875-24/6PK | 817513018756 | 20817513018750 | 10817513018753 |

Mega-Hold Styling Stay Glue Gel



Product Positioning: Humidity resistant, mega-hold formula will glue hard to hold styles in place. Perfect for pairing with your favorite Cantu cream for soft strands plus long-lasting hold in any climate.

Benefits:

- Extreme hold formula will dry hard to hold styles in place all day long.
- Perfect for cocktailing with Cantu’s Curling Cream or Curl Activator Cream.
- Extends styles

How To Use: Apply to damp hair to create long-lasting styles. Perfect for pairing with your favorite Cantu cream for soft strands plus long-lasting hold in any climate.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07631-12/3PK | 817513016318 | 20817513016312 | 10817513016315 |

Discontinued? Deep Treatment Hair Masque Packette



Product Positioning: Made with Shea Butter.

Intense conditioning.

Treatment helps restore & strengthen dry, damaged hair, while boosting moisture retention.

How To Use: For intense conditioning of dry, damaged hair apply generously to clean, damp hair. Cover hair with plastic cap and apply moderate heat for 15 minutes. Rinse thoroughly with cool water.

Style Tip: For a defined and bouncy Wash n' Go, cocktail Cantu Moisturizing Curl Activator Cream and Cantu Coconut Curling Cream.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07882-36/3pk | 817513018824 | 20817513018828 | 10817513018821 |

Curl Stretcher – Discontinue as of May '21



Product Positioning: Elongate strands for easy air-dry or blow-dry styles. Formulated to temporarily loosen texture to add manageability and save time whether the end look is curly or straight. Made with pure shea butter and formulated for all textures.

Benefits:

- Elongates strands for easy air-dry or blow-dry styles.
- Formulated to temporarily loosen texture to add manageability and save time rather the end look is curly or straight.

How To Use: Apply to damp hair. Leave in hair for 3-5 minutes. Rinse with cool water.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07746-12/3PK | 817513017469 | 20817513017463 | 10817513017466 |

Dry Deny – Discontinue as of May '21



Product Positioning: Locks in moisture and shines revealing smooth, frizz-free hair. Formulated without harsh ingredients and made with shea butter, jojoba, argan and kukui nut oils.

Benefits:

- locks in moisture to minimize frizz
- adds shine & conditions
- made with shea butter, jojoba, argan & kukui nut oils – No Mineral Oil

How To Use: Apply to damp hair beginning at the root and work toward ends.

No mineral oil, sulfates, parabens, silicones, phthalates, gluten, paraffin or propylene

Where To Find: Multicultural hair care aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07567-12/3PK | 817513015670 | 20817513018378 | 10817513018371 |

Cantu Avocado Collection

Avocado Sulfate-Free Shampoo



Product Positioning: Looking for a sulfate-free shampoo that leaves your hair moisturized and soft? Cantu's Avocado Hydrating Shampoo uses a unique avocado oil formula to reduce breakage and minimize frizz. The award-winning pure shea butter formula combined with avocado oil keeps your strands nourished and smooth while providing a deep cleanse that removes product buildup. Allow Cantu to restore the authentic beauty to your curly, coily, or wavy hair.

Benefits:

- Sulfate-free shampoo gently removes heavy product buildup
- Unique shea butter and avocado oil formula nourishes hair and smooths strands
- Reduces breakage and minimizes frizz

How To Use: Wet hair completely. Massage into wet hair beginning at the root and working toward the ends. Lather, and then rinse thoroughly with cool water. For hair with heavy product buildup, a second lather and rinse are recommended. For best results, use in conjunction with Cantu Avocado Hydrating Conditioner and style with Cantu's new Avocado Curl Activator Cream.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07987-12/3EU | 817513019876 | 20817513019870 | 10817513019873 |

Avocado Sulfate-Free Conditioner



Product Positioning: Cantu's Avocado Hydrating Conditioner provides all the nourishment and moisture your curls need. Made with our classic, award-winning shea butter formula plus avocado oil and vitamin E, our new remix to the Hydrating Conditioner you know and love hydrates your hair to bring out the best in your curls. This silicone-free conditioner softens your strands while enhancing their natural shine and is gentle on even the most damaged curls.

Benefits:

- Infused with avocado oil to restore moisture to dry, damaged hair
- Silicone-free formula is gentle on brittle hair
- Vitamin E oil hydrates strands and enhances shine
- Designed for all textures, including curly, coily, and wavy hair
- Made with award-winning shea butter formula

How To Use: Apply a generous amount of product to ends of damp hair and work toward roots. Rinse thoroughly with cool water, or use as a leave-in. For best results, use in conjunction with Cantu's Avocado Hydrating Shampoo and style with Cantu's new Avocado Curl Activator Cream.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07988-12/3EU | 817513019883 | 20817513019887 | 10817513019880 |

Avocado Leave-In



Product Positioning: Crafted with our award-winning shea butter formula and infused with avocado oil, our newest repair cream penetrates deeply to prevent breakage, repair split ends, and increase your hair’s manageability. Add intense moisture to dry, brittle hair and enhance your natural shine with every application. Enjoy the healing properties of aloe and nourish your scalp with olive oil to increase your hair’s strength and elasticity. When used daily, Cantu’s Avocado Leave-In Conditioning Repair Cream helps promote stronger, healthier hair.

Benefits:

- Repairs split ends and adds intense moisture to dry, brittle hair
- Aloe and olive oil infusions promote hair strength and enhance shine
- Shea butter formula and avocado oil increases manageability

How To Use: Apply a generous amount of product to ends of damp hair and work toward roots. Comb through for even distribution. Do not rinse. Apply more to the ends of longer hair or problem areas.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07989-12/3EU | 817513019890 | 20817513019894 | 10817513019897 |

Avocado Curling Cream



Product Positioning: Crafted with a new formula and a delectable new scent, the Avocado Hydrating Curling Cream moisturizes dry, brittle hair while providing ultimate curl definition. Enjoy the classic shea butter formula plus a blend of mango butter, coconut oil, and avocado oil to infuse your hair with nutrients that keep it hydrated and revitalized. Say goodbye to frizz and unmanageable hair!

Benefits:

- New formula with mango butter, coconut oil, and avocado oil moisturizes curls
- Provides ultimate curl definition
- Eliminates frizz

How To Use: Smooth onto damp hair, section by section, beginning at the root and working toward the ends. Do not rinse. To refresh your curls, simply smooth over dry hair and fluff. For best results, cocktail with Cantu's Styling Gel for super-soft, long-lasting twist-outs and braid-outs.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07990-12/3EU | 817513019906 | 20817513019900 | 10817513019903 |

Avocado Curl Activator



Product Positioning: Made with pure shea butter, avocado oil, aloe, mango seed butter, and olive oil, your curls will enjoy ultimate hydration and increased definition. The Cantu Avocado Curl Activator Cream smooths and enhances your natural curl pattern to produce that frizz-free volume you crave. Allow Cantu to bring out the best in your curls, coils, or waves and restore your authentic beauty.

Benefits:

- Provides frizz-free volume while enhancing natural curl pattern
- Shea butter, avocado oil, aloe, mango seed butter, and olive oil increase moisture and hydration
- New ingredients produce delectable new scent

How To Use: Apply to damp hair section by section. Reapply to dry hair as needed for additional moisture. For best results and long-lasting hold, cocktail with Cantu's Define & Shine Custard

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07991-12/3EU | 817513019913 | 20817513019917 | 10817513019910 |

Avocado Hydrating Gel



Product Positioning: Cantu’s Avocado Styling Gel increases hair’s manageability, provides a soft hold, and defines strands with ease. Our signature, award-winning shea butter formula is infused with avocado oil for ultimate hydration, and this sulfate-free gel contains no harsh chemicals like mineral oil, parabens, silicones, or alcohol. Allow Cantu to restore your authentic beauty with our carefully-curated formula designed for curly, coily, and wavy hair.

Benefits:

- Avocado oil hydrates hair and seals in moisture
- Adds light hold to increase manageability
- Defines strands without the crunch, flakes, or itch

How To Use: Wet hair and apply Cantu’s Avocado Styling Gel section by section. Apply a generous amount to each section and distribute the product evenly with a comb or fingers. For best results, mix with Cantu’s Coconut Curling Cream or Cantu’s Curl Activator Cream for ultimate definition and shine.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07997-12/3PK | 817513019975 | 20817513019979 | 10817513019972 |

Avocado Styling Mousse



Product Positioning: Cantu's Avocado Styling Gel increases hair's manageability, provides a soft hold, and defines strands with ease. Our signature, award-winning shea butter formula is infused with avocado oil for ultimate hydration, and this sulfate-free gel contains no harsh chemicals like mineral oil, parabens, silicones, or alcohol. Allow Cantu to restore your authentic beauty with our carefully-curated formula designed for curly, coily, and wavy hair.

Benefits:

- Avocado oil hydrates hair and seals in moisture
- Adds light hold to increase manageability
- Defines strands without the crunch, flakes, or itch

How To Use: Wet hair and apply Cantu's Avocado Styling Gel section by section. Apply a generous amount to each section and distribute the product evenly with a comb or fingers. For best results, mix with Cantu's Coconut Curling Cream or Cantu's Curl Activator Cream for ultimate definition and shine.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07997-12/3PK | 817513019975 | 20817513019979 | 10817513019972 |

Avocado Refresher Spray



Product Positioning: Cantu's Avocado Styling Gel increases hair's manageability, provides a soft hold, and defines strands with ease. Our signature, award-winning shea butter formula is infused with avocado oil for ultimate hydration, and this sulfate-free gel contains no harsh chemicals like mineral oil, parabens, silicones, or alcohol. Allow Cantu to restore your authentic beauty with our carefully-curated formula designed for curly, coily, and wavy hair.

Benefits:

- Avocado oil hydrates hair and seals in moisture
- Adds light hold to increase manageability
- Defines strands without the crunch, flakes, or itch

How To Use: Wet hair and apply Cantu's Avocado Styling Gel section by section. Apply a generous amount to each section and distribute the product evenly with a comb or fingers. For best results, mix with Cantu's Coconut Curling Cream or Cantu's Curl Activator Cream for ultimate definition and shine.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07997-12/3PK | 817513019975 | 20817513019979 | 10817513019972 |

Avocado Oil Elixir



Product Positioning: Cantu's Avocado Styling Gel increases hair's manageability, provides a soft hold, and defines strands with ease. Our signature, award-winning shea butter formula is infused with avocado oil for ultimate hydration, and this sulfate-free gel contains no harsh chemicals like mineral oil, parabens, silicones, or alcohol. Allow Cantu to restore your authentic beauty with our carefully-curated formula designed for curly, coily, and wavy hair.

Benefits:

- Avocado oil hydrates hair and seals in moisture
- Adds light hold to increase manageability
- Defines strands without the crunch, flakes, or itch

How To Use: Wet hair and apply Cantu's Avocado Styling Gel section by section. Apply a generous amount to each section and distribute the product evenly with a comb or fingers. For best results, mix with Cantu's Coconut Curling Cream or Cantu's Curl Activator Cream for ultimate definition and shine.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07997-12/3PK | 817513019975 | 20817513019979 | 10817513019972 |

Avocado Hair Milk



Product Positioning: Cantu’s Avocado Styling Gel increases hair’s manageability, provides a soft hold, and defines strands with ease. Our signature, award-winning shea butter formula is infused with avocado oil for ultimate hydration, and this sulfate-free gel contains no harsh chemicals like mineral oil, parabens, silicones, or alcohol. Allow Cantu to restore your authentic beauty with our carefully-curated formula designed for curly, coily, and wavy hair.

Benefits:

- Avocado oil hydrates hair and seals in moisture
- Adds light hold to increase manageability
- Defines strands without the crunch, flakes, or itch

How To Use: Wet hair and apply Cantu’s Avocado Styling Gel section by section. Apply a generous amount to each section and distribute the product evenly with a comb or fingers. For best results, mix with Cantu’s Coconut Curling Cream or Cantu’s Curl Activator Cream for ultimate definition and shine.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07997-12/3PK | 817513019975 | 20817513019979 | 10817513019972 |

Avocado Hair Masque



Product Positioning: Cantu’s Avocado Styling Gel increases hair’s manageability, provides a soft hold, and defines strands with ease. Our signature, award-winning shea butter formula is infused with avocado oil for ultimate hydration, and this sulfate-free gel contains no harsh chemicals like mineral oil, parabens, silicones, or alcohol. Allow Cantu to restore your authentic beauty with our carefully-curated formula designed for curly, coily, and wavy hair.

Benefits:

- Avocado oil hydrates hair and seals in moisture
- Adds light hold to increase manageability
- Defines strands without the crunch, flakes, or itch

How To Use: Wet hair and apply Cantu’s Avocado Styling Gel section by section. Apply a generous amount to each section and distribute the product evenly with a comb or fingers. For best results, mix with Cantu’s Coconut Curling Cream or Cantu’s Curl Activator Cream for ultimate definition and shine.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07997-12/3PK | 817513019975 | 20817513019979 | 10817513019972 |

Cantu Flaxseed Collection

Flaxseed Sulfate-Free Shampoo



Product Positioning: Remove unsightly product buildup and enjoy beautifully clean curls with Cantu's Flaxseed Smoothing Shampoo! The flaxseed helps reduce breakage, repairs damaged curls, and minimizes frizz to reveal beautiful hair with a natural shine. Allow Cantu to restore your hair's authentic beauty with a carefully-curated formula designed for curly, coily, and wavy hair.

Benefits:

- Removes heavy buildup
- Promotes hair growth with each use
- Flaxseed oil formula helps reduce breakage and minimizes frizz

How To Use: Wet hair completely. Massage into wet hair beginning at the root and working toward the ends. Lather, and then rinse thoroughly with cool water. For hair with heavy product buildup, a second lather and rinse are recommended.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07982-12/3EU | 817513019821 | 20817513019825 | 10817513019828 |

Flaxseed Sulfate-Free Conditioner



Product Positioning: Cantu’s Flaxseed Smoothing Leave-In or Rinse Out Conditioner uses a unique silicone-free formula to moisturize dry, brittle hair. Crafted with pure shea butter, honey, vitamin E, olive oil, and flaxseed oil, our Smoothing Conditioner infuses your hair with all the nutrients needed to promote healthy hair growth.

Benefits:

- Promotes healthy hair growth with each use
- Unique formula moisturizes and repairs dry, brittle hair
- Achieve pillow-soft curls with natural shine

How To Use: Apply a generous amount to ends and work toward the root. Rinse thoroughly with cool water or leave-in.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07983-12/3EU | 817513019838 | 20817513019832 | 10817513019835 |

Flaxseed Cream Gel



Product Positioning: Made with pure shea butter, aloe extract, castor oil, honey, vitamin E, and flaxseed oil, this new formula not only smooths strands, but it also promotes healthy hair growth with each use. Cantu's Flaxseed Smoothing Gel eliminates frizz, increases manageability, and enhances your hair's natural shine.

Benefits:

- Eliminates frizz and increases manageability
- Aloe, shea butter, honey, and vitamin E promotes healthy hair growth
- Sulfate-free gel provides right amount of hold

How To Use: Section hair and apply a generous amount to each section. Distribute product evenly with a comb or fingers. To touch up between cleansings, section hair and apply gel to coat new growth. Palm roll locks or re-twist hair to touch up.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07984-12/3EU | 817513019845 | 20817513019849 | 10817513019842 |

Flaxseed Smoothing Oil



Product Positioning: Cantu’s Flaxseed Smoothing Oil provides intense shine and dismisses frizz and flyaways for smooth, in-control styles that defy humidity. Allow Cantu to restore your hair’s authentic beauty with carefully-curated formulas designed for curly, coily, and wavy hair.

Benefits:

- Removes frizz and flyaways
- Helps protect hair against humidity
- Unique oil blend nourishes and smooths strands with each use

How To Use: Apply to damp hair prior to styling to seal in moisture.

Styling Tip: Use when taking down braids or twists for perfect braid/twist out.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07985-12/3EU | 817513019852 | 20817513019856 | 10817513019859 |

Flaxseed Hair Wax



Product Positioning: Crafted with pure shea butter, beeswax, castor oil, honey, vitamin E, and flaxseed oil, the Extra Hold Smoothing Wax nourishes and smooths strands without the use of harsh chemicals. Eliminate frizz, tame flyaways, and lay your edges for sleek, refined looks.

Benefits:

- Provides extra hold without the crunch or flakes
- Nourishes and smooths strands
- Produces polished final looks

How To Use: Apply directly to edges for a sleek, smooth style. Also great for blending hair when used with extensions or weaves.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07986-12/3EU | 817513019869 | 20817513019863 | 10817513019866 |

Cantu Grapeseed Collection

Grapeseed Sulfate-Free Shampoo



Product Positioning: Cantu’s Grapeseed Strengthening Shampoo is crafted with the award-winning shea butter formula you know and love, and infused with grapeseed oil and avocado oil to nourish and restore strands to its healthiest state. This unique sulfate-free shampoo reduces breakage and promotes healthy hair growth with each use.

Benefits:

- Deeply cleanses to remove dirt and product buildup
- Grapeseed and avocado oil formula restores hair to its healthiest state
- Sulfate-free shampoo reduces breakage

How To Use: Wet hair completely. Massage into wet hair beginning at the root and work towards ends. Lather then rinse thoroughly with cool water. A second lather and rinse are recommended for hair with heavy product buildup.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07992-12/3EU | 817513019920 | 20817513019924 | 10817513019927 |

Grapeseed Sulfate-Free Conditioner



Product Positioning: Unique silicone-free formula moisturizes dry, brittle hair and helps reduce breakage. Made with pure shea butter and grapeseed oil, this conditioner nourishes hair strands from root to tip. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

For best results use in conjunction with Cantu Grapeseed Strengthening Shampoo

How To Use: Apply a generous amount of product to ends and work toward roots. Rinse thoroughly with cool water.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07993-12/3EU | 817513019937 | 20817513019931 | 10817513019934 |

Grapeseed Leave-In

Product Positioning: Repair and restore dry, brittle hair with Cantu's Grapeseed Strengthening Repair Cream. Crafted with our signature shea butter formula plus grapeseed oil, kiwi, and rosemary, the deep penetrating leave-in conditioning treatment helps stop breakage and repair split ends.

Benefits:

- Repairs and restores dry, brittle hair
- Stops breakage and mends split ends
- Increases manageability and shine

How To Use: Apply a generous amount of product to ends of damp hair and work toward roots. Comb through for even distribution. Do not rinse. Apply more to the ends of longer hair or problem areas.

Where To Find: Multicultural Hair Care Aisle



Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07994-12/3EU | 817513019944 | 20817513019948 | 10817513019941 |

Grapeseed Curling Cream

Product Positioning: Give your curls the boost they need! Cantu's Grapeseed Strengthening Curl Cream is a unique silicone-free styling cream that moisturizes dry, brittle hair and gives curls ultimate definition. Made with a signature formula of pure shea butter and grapeseed, jojoba, and carrot oils, the Grapeseed Strengthening Curl Cream produces soft, bouncy curls with each use.

Benefits:

- Produces soft, bouncy curls
- Grapeseed and jojoba oil infusions moisturize dry, brittle hair
- Silicone-free styling cream gives ultimate curl definition

How To Use: Smooth onto damp hair, section by section, beginning at the ends and working towards the root. Do not rinse. Can be used on dry hair to revitalized curls.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07995-12/3EU | 817513019951 | 20817513019955 | 10817513019958 |



Grapeseed Curl Activator



Product Positioning: Looking for voluminous hair without the frizz? Look no further than Cantu's Grapeseed Curl Activator Cream! Designed with a combination of pure shea butter, grapeseed oil, olive oil, aloe, and mango seed butter, this formula hydrates and defines hair while keeping it soft to the touch.

•Benefits:

Grapeseed oil formula hydrates and defines curls while keeping it soft to the touch

- Creates volume without frizz
- Nourishes hair to keep it moisturized in all climates

How To Use: Apply to damp hair section by section. Reapply to dry hair as needed for additional moisture.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07996-12/3EU | 817513019968 | 20817513019962 | 10817513019965 |

Grapeseed Styling Gel



Product Positioning: Cantu’s Grapeseed Strengthening Gel provides the hold your hair needs without the flakes, itch, or crunch that ruins your perfect ‘do. Crafted with pure shea butter and infused with grapeseed oil, this Strengthening Gel moisturizes and defines strands to perfection. Strengthen your waves, curls, or coils with this alcohol-free gel that contains no harsh chemicals like sulfates, silicones, parabens, mineral oils, or paraffin.

Benefits

- Provides flex hold without the flakes, itch, or crunch
- Grapeseed oil and shea butter formula strengthens and moisturizes hair
- Defines curls to perfection

How To Use: Section hair and apply a generous amount to each section. Distribute product evenly with a comb or fingers.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07998-12/3PK | 817513019982 | 20817513019986 | 10817513019989 |

Grapeseed Treatment Masque



Product Positioning: Cantu’s Grapeseed Strengthening Treatment Masque penetrates deeply into the hair shaft for an intense treatment that repairs and replenishes over-processed, damaged hair. Crafted with our signature shea butter formula plus grapeseed, almond, jojoba, and olive oils, the Strengthening Treatment Masque revives curls to reveal healthy, strong strands.

Benefits

- Repairs and replenishes over-processed, damaged hair
- Grapeseed, almond, jojoba, and olive oils penetrate deeply to nourish dry hair
- Adding heat activates intense deep treatment

How To Use: Thoroughly coat damp hair section by section. Let set for 30 minutes then rinse with cool water. For extremely dry, damaged hair cover hair with a plastic cap & apply heat then rinse thoroughly with cool water.

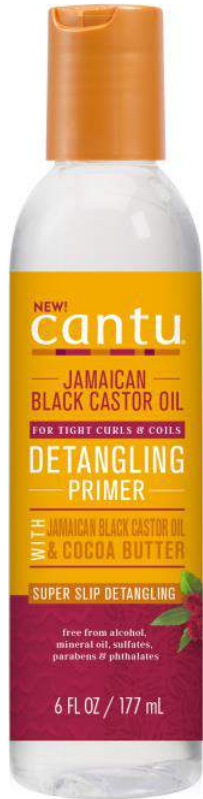
Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08001-12/3EU | 810006940008 | 20810006940002 | 10810006940005 |

JBCO Collection

JBCO Detangling Primer



Availability: January 2021

Product Positioning: Imparts heavy slip between the hair strands to create safe and effective detangling before or after cleansing and conditioning. Made with Jamaican black castor oil, shea and cocoa butters. Glides through tangles and single-strand “fairy” knots. Helps reduce detangling time. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use:

Pre-Shampoo Treatment – Saturate dry hair from roots to ends before shampooing. Let sit for 5-10 minutes, then gently detangle. Rinse well, then cleanse and condition.

Pre-style Detangler – Apply to clean, damp, hair section by section from roots to ends. Brush, comb or finger detangle, then style as usual (do not rinse).

No mineral oil, sulfates, parabens, phthalates, alcohol, paraffins or propylene glycol

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08067-12/3EU | 810006940725 | 20810006940729 | 10810006940722 |

JBCO Curl Stretch Paste



Availability: January 2021

Product Positioning: This thick, pomade-like paste is the first step in styling tight curls and coils. Made with Jamaican black castor oil, honey, shea and cocoa butters to help temporarily elongate and stretch the natural curl pattern to combat shrinkage. Increases softness and moisture, and enhances curl definition for wash-and-go braid/twist-out styles. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use: After cleansing and conditioning, apply to damp hair section by section by pulling product through strands from roots to ends. Then, apply your favorite Cantu styling product and complete your desired style.

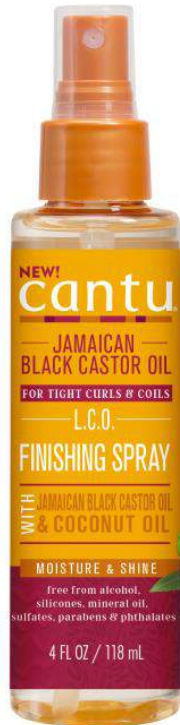
No mineral oil, sulfates, parabens, phthalates, drying alcohols, or paraffins

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08068-12/3EU | 810006940732 | 20810006940736 | 10810006940739 |

JBCO Finishing Spray



Availability: January 2021

Product Positioning: “Lock it in” with this waterless L.C.O. regimen (leave-in conditioner, cream, then oil) finishing spray. Helps decrease drying time, lock-in moisture and add shine. Made with Jamaican black castor oil and a blend of sweet almond, coconut, and safflower oils. Helps maintain moisture and shine with daily usage. Helps prevent frizz and maintain soft coils, absorbing into the hair with no oily residue. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use: Spray on damp hair after styling to lock in moisture and add shine. Use daily to refresh and combat dryness.

Styling Tip: Layer your favorite Cantu leave-in conditioner and curling cream before sealing in moisture and adding shine with the L.C.O. Finishing Spray.

No mineral oil, sulfates, parabens, silicones, phthalates, alcohol, paraffin, gluten, or propylene glycol

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08069-12/3EU | 810006940749 | 20810006940743 | 10810006940746 |

JBCO Taming Gel



Product Positioning: Long-lasting hold for smooth edges, slicked-back styles, flat twists, and perfect up-do's on thicker hair textures. Made with jamaican black castor oil , shea butters to tame frizz and flyaways, add moisture and help prevent breakage without flakes, itch or crunch. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use: Apply a generous amount to the hairline and smooth into damp or dry hair with fingertips or bristle brush.

No mineral oil, sulfates, parabens, silicones, phthalates, alcohol, paraffin, gluten or propylene glycol

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08070-12/3EU | 810006940756 | 20810006940750 | 10810006940753 |

Availability: January 2021

Acai Berry Collection

Acai Berry Sulfate-Free Shampoo



Availability: July 2021
(WMT First-to-Market
January – June 2021)

Product Positioning: Cleanses and moisturizes both hair and scalp. Unique sulfate-free formula helps revive and strengthen hair strands from root to tip, promoting healthy hair. Made with acai berry and fortified with pure shea butter and safflower oil to nourish hair strands and stimulate hair follicles. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use: Wet hair completely. Massage into wet hair beginning at the root and work toward ends. Lather then rinse thoroughly with cool water. A second lather and rinse are recommended for hair with heavy product buildup.

Styling Tip: For best results, use in conjunction with Cantu Acai Berry Revitalizing Conditioner.

No mineral oil, sulfates, parabens, silicones, phthalates, paraffins or propylene glycol

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08080-12/3EU | 810006940879 | 20810006940873 | 10810006940876 |

Acai Berry Sulfate-Free Conditioner



Availability: July 2021
(WMT First-to-Market
January – June 2021)

Product Positioning: Unique silicone-free formula moisturizes dry, brittle hair and helps strengthen strands, helping to promote healthy hair. Made with acai berry, pure shea butter, and safflower oil to nourish and hydrate strands. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair

How To Use: Apply a generous amount to ends and work towards the root. Rinse thoroughly with cool water.

Styling Tip: For best results, use in conjunction with Cantu Acai Berry Revitalizing Shampoo.

No mineral oil, sulfates, parabens, silicones, phthalates, paraffins or propylene glycol

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08081-12/3EU | 810006940886 | 20810006940880 | 10810006940883 |

Acai Berry Leave-In



Availability: July 2021
(WMT First-to-Market
January – June 2021)

Product Positioning: Deeply penetrating leave-in conditioning treatment infused with acai berry, shea butter, kiwi, rosemary and safflower oil helps minimize breakage, mend split ends, and add manageability and shine. When used daily, Cantu Acai Berry leave-In Repair Cream helps promote strong, healthy hair.

How To Use: Apply a generous amount of product to ends or damp hair and work towards the root. Comb through for even distribution. Do not rinse. Apply more to the ends of longer hair or problem areas.

Styling Tip: Follow with Cantu Acai Berry Curl Activator Cream for frizz-free definition

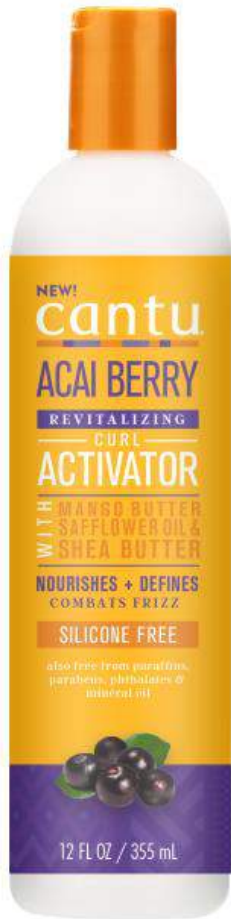
No mineral oil, sulfates, parabens, phthalates or paraffins

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08082-12/3EU | 810006940893 | 20810006940897 | 10810006940890 |

Acai Berry Curl Activator



Availability: July 2021
(WMT First-to-Market
January – June 2021)

Product Positioning: Smooths and enhances natural curl pattern, revealing frizz-free volume. Made with acai berry, pure shea butter, and safflower oil to hydrate plus define. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use: Apply to damp hair section by section. Reapply to dry hair as needed for additional moisture.

Styling Tip: Cocktail with Cantu Acai Berry Revitalizing Styling Gel for extra shine and a light hold.

No mineral oil, sulfates, parabens, phthalates or paraffins

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08083-12/3EU | 810006940909 | 20810006940903 | 10810006940906 |

Acai Berry Coconut Curling Cream



Availability: July 2021
(WMT First-to-Market
January – June 2021)

Product Positioning: Unique silicone-free formula moisturizes dry, brittle hair and defines curl. Made with acai berry, pure shea butter, and safflower oil to nourish and hydrate strands. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use: Smooth onto damp hair, section by section, beginning at the ends and working towards the root. Do not rinse. Can be used on dry hair to revitalized curls.

Styling Tip: Layer with Cantu Acai Berry Revitalizing Styling Gel for super soft, long-lasting twist or braid outs.

No mineral oil, sulfates, parabens, phthalates or paraffins

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08084-12/3EU | 810006940916 | 20810006940910 | 10810006940913 |

Acai Berry Treatment Masque

Product Positioning: Penetrates deeply into the hair shaft for an intense treatment that repairs and replenishes over-processed, damaged hair. Made with acai berry, shea butter, honeysuckle, mango and safflower oil, and formulated to revive strands. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use: Thoroughly coat damp hair section by section. Let set for 30 minutes then rinse with cool water. For extremely dry, damaged hair cover hair with a plastic cap & apply heat then rinse thoroughly with cool water.

No sulfates, parabens, silicones, phthalates, paraffins or propylene glycol

Where To Find: Multicultural Hair Care Aisle



Availability: July 2021
(WMT First-to-Market
January – June 2021)

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08085-12/3EU | 810006940923 | 20810006940927 | 10810006940920 |

Acai Berry Styling Gel



Availability: July 2021
(WMT First-to-Market
January – June 2021)

Product Positioning: Hydrates hair and adds light hold plus manageability to reveal soft, defined strands. Made with acai berry and pure shea butter to define strands without the flakes, itch or crunch. Cantu restores your authentic beauty with carefully curated formulas designed for curly, coily and wavy hair.

How To Use: Section hair and apply a generous amount to each section. Distribute product evenly with a comb or fingers.

No mineral oil, sulfates, parabens, silicones, phthalates, alcohol, paraffins or propylene glycol

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08086-12/3EU | 810006940930 | 20810006940934 | 10810006940937 |

Cantu Kids

Kids Nourishing Shampoo



Product Positioning: Gentle tear-free formula cleanses and promotes healthy hair growth with the perfect blend of pure shea butter, coconut oil and honey formulated without harsh ingredients. Nurture and nourish fragile coils, curls and waves with Cantu's gentle care for textured hair.

Benefits:

- Gently cleanses coils & curls
- Tear-Free formula
- Infused with shea butter, coconut oil & honey

How To Use: Massage into wet hair beginning at the root and work toward ends. Work into lather. Rinse thoroughly with cool water. A second lather and rinse are recommended for hair with heavy product build up.

NO MINERAL OIL, SULFATES, PARABENS, SILICONES, PHTHALATES, GLUTEN, PARAFFIN or PROPYLENE.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07546-12/3EU | 817513015465 | 20817513018323 | 10817513018326 |

Kids Nourishing Conditioner



Product Positioning: Adds moisture & manageability strand with the perfect blend of pure shea butter, coconut oil and honey formulated without harsh ingredients. Nurture and nourish fragile coils, curls and waves with Cantu's gentle care for textured hair.

Benefits:

- Hydrates & quenches thirsty strands
- Adds moisture & manageability
- Infused with shea butter, coconut oil & honey

How To Use: Apply a generous amount of conditioner to hair. Massage from root to tip. Rinse thoroughly with cool water.

NO MINERAL OIL, SULFATES, PARABENS, SILICONES, PHTHALATES, GLUTEN, PARAFFIN or PROPYLENE.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07547-12/3EU | 817513015472 | 20817513018330 | 10817513018333 |

Kids Curling Cream



Product Positioning: Defines, softens & strengthens strands with the perfect blend of pure shea butter, coconut oil and honey formulated without harsh ingredients. Nurture and nourish fragile coils, curls and waves with Cantu's gentle care for textured hair.

Benefits:

- Defines & tames fussy frizz
- Softens & strengthens strands
- Infused with shea butter, coconut oil & honey

How To Use: Smooth onto damp hair, section by section, beginning at the root work toward ends. Do not rinse out. Can be used on dry hair to activate curls or refresh braids and twists.

NO MINERAL OIL, SULFATES, PARABENS, SILICONES, PHTHALATES, GLUTEN, PARAFFIN or PROPYLENE.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07543-12/3EU | 817513015434 | 20817513015438 | 10817513015431 |

Kids Leave-In Conditioner

Product Positioning: Deeply conditions for increased manageability, reduces breakage and frizz with the perfect blend of pure shea butter, coconut oil and honey formulated without harsh ingredients. Nurture and nourish fragile coils, curls and waves with Cantu's gentle care for textured hair.

Benefits:

- Moisturizes fragile coils to stop breakage
- Deeply conditions for increased manageability
- Infused with shea butter, coconut oil & honey

How To Use: Apply a generous amount of product to ends of damp hair and work toward roots. Comb through for even distribution. Do not rinse.

NO MINERAL OIL, SULFATES, PARABENS, SILICONES, PHTHALATES, GLUTEN, PARAFFIN or PROPYLENE.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07542-12/3EU | 817513015427 | 20817513018309 | 10817513018302 |



Kids Detangler



Product Positioning: Calms tangles to reduce breakage with the perfect blend of pure shea butter, coconut oil and honey formulated without harsh ingredients. Nurture and nourish fragile coils, curls and waves with Cantu's gentle care for textured hair.

Benefits:

- Softens strands for easy-comb curls
- Adds slip to the hair reducing breakage
- Infused with shea butter, coconut oil & honey

How To Use: Shake to Activate. Spray onto damp or dry hair, section by section. Comb through and style as usual.

NO MINERAL OIL, SULFATES, PARABENS, SILICONES, PHTHALATES, GLUTEN, PARAFFIN or PROPYLENE.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07544-12/3EU | 817513015441 | 20817513018316 | 10817513018319 |

Kids Styling Custard



Product Positioning: Holds perfect poofs & ponytails and reduces frizz with pure shea butter, coconut oil and honey formulated without harsh ingredients. Nurture and nourish fragile coils, curls and waves with Cantu's gentle care for textured hair.

Benefits:

- Adds hold that lasts past the playground
- Excellent hold for perfect poofs & ponytails
- Infused with shea butter, coconut oil & honey

How To Use: Apply to wet or damp hair in small sections. Smooth each section from roots to ends with fingers or a tightly bristled brush.

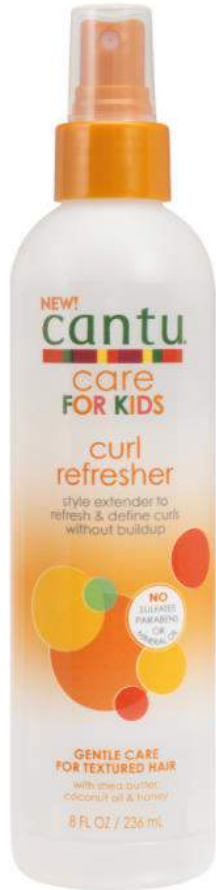
NO MINERAL OIL, SULFATES, PARABENS, SILICONES, PHTHALATES, GLUTEN, PARAFFIN or PROPYLENE.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07545-12/3EU | 817513015458 | 20817513015452 | 10817513015455 |

Kids Curl Refresher



Product Positioning: Redefines, moisturizes and restores curls back to a frizz-free and full of life state. Made with pure shea butter and formulated without harsh ingredients.

Benefits:

- Refreshes curls
- Reduces frizz & adds shine
- Extends styles

How To Use: Spray on dry or damp hair, section by section, to restore, refresh and revive curls, coils and waves. Reapply to dry hair as needed for additional moisture.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07876-12/3EU | 817513018763 | 20817513018767 | 10817513018760 |

New - Kids Dry Shampoo Foam



Availability: January 2021

Product Positioning: Cantu Care for Kids is the perfect blend of shea butter, coconut oil and honey formulated to nurture and nourish fragile coils, curls and waves with Cantu’s gentle care for textured hair.

Dry Shampoo Foam gently cleanses and moisturizes hair without adding water. Helps extend the life of your child’s hairstyle by laying down flyaways for a nice and neat look. Formulated with apple cider vinegar which is known to help eliminate odors, absorb excess oil and sweat.

How To Use: Pump foam into palms, rub together and spread evenly throughout targeted areas of hair, section by section. Brush or rub completely into hair and let dry.

Styling Tip: Follow with Cantu Care for Kids Hair & Scalp Oil to condition and nourish the hair and scalp.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08064-12/3EU | 810006940695 | 20810006940699 | 10810006940692 |

New - Kids Styling Gel



Availability: January 2021

Product Positioning: Cantu Care for Kids is the perfect blend of shea butter, coconut oil and honey formulated to nurture and nourish fragile coils, curls and waves with Cantu’s gentle care for textured hair.

Loong-lasting, moisturizing styling gel gently provides all day hold for smooth edges, slicked-back styles. Flat twists, and perfect up-do’s without breakage, flakes, itch or crunch.

How To Use: Apply a generous amount to the hairline and smooth into damp or dry hair with fingertips or bristle brush.

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08065-12/3EU | 810006940701 | 20810006940705 | 10810006940708 |

New - Kids Hair & Scalp Oil



Availability: January 2021

Product Positioning: Cantu Care for Kids is the perfect blend of shea butter, coconut oil and honey formulated to nurture and nourish fragile coils, curls and waves with Cantu’s gentle care for textured hair.

Hair & Scalp Oil is formulated with tea tree and peppermint oils. Nourishes & conditions both scalp and hair strands.

How To Use: Remove cap from nozzle to dispense product. For daily styling, dispense a small amount into hair beginning at the root, and comb through for even distribution (do not rinse). For scalp conditioning, part hair into sections, massage into scalp, and style as usual (do not rinse).

Where To Find: Kids Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08066-12/3EU | 810006940718 | 20810006940712 | 10810006940715 |

Cantu Men

Men's 3-in-1 Shampoo, Conditioner, Body Wash



Product Positioning: Cantu Men's Collection is specifically formulated for the needs of men with wavy, curly, and coarse hair. Our unique blend of caffeine, hemp seed oil, and tea tree oil helps fight dryness, encourages healthy hair, and cleanse and moisturize skin.

Benefits:

Anti-Flake – hemp seed and tea tree oils fight dry scalp flaking.

Hydrate – shea butter and hemp seed oil deeply moisturize and nourish hair and skin.

Strength – caffeine encourages healthy hair and reduces shedding.

How To Use: Massage into a lather, rinse with warm water. Follow with Cantu Men's Collection Leave-In Conditioner and Cream Pomade for best results. Also use as a body wash to cleanse and moisturize skin.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07676-12/3PK | 817513016769 | 20817513016763 | 10817513016766 |

Men's Leave-In Conditioner



Product Positioning: Cantu Men's Collection is specifically formulated for the needs of men with wavy, curly, and coarse hair. Our unique blend of caffeine, hemp seed oil, and shea butter deeply moisturizes to help prevent and repair dry, brittle hair.

Benefits:

Anti-Break – hemp seed oil improves moisture retention and elasticity to fight breakage.

Hydrate – shea butter deeply moisturizes hair.

Strength – caffeine encourages healthy hair and reduces shedding.

How To Use: Apply to ends of damp hair and work towards roots. Comb through for even distribution. Apply more to the ends of longer hair or problem areas. Do not rinse.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07677-12/3PK | 817513016776 | 20817513016770 | 10817513016773 |

Men's Cleansing Pre-Shave Scrub



Product Positioning: Cantu Men's Collection is specifically formulated for the needs of men with wavy, curly, and coarse hair. Our unique blend of caffeine, hemp seed oil, and willow bark fights ingrown hairs for a smooth shave.

Benefits:

Smooth – willow bark scrub fights ingrown hairs and tea tree oil helps reduce irritation.

Hydrate – shea butter and hemp seed oil deeply moisturize and nourish dry skin. Caffeine helps tighten pores and reduce redness.

How To Use: Gently massage onto shaving area in circular motions for 1 minute. Rinse and pat dry. For best results, use with Cantu Men's Collection Smooth Shave Gel and Post-Shave Soothing Serum.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07692-12/3PK | 817513016929 | 20817513016923 | 10817513016926 |

Men's Smooth Shave Gel



Product Positioning: Cantu Men's Collection is specifically formulated for the needs of men with wavy, curly, and coarse hair. Our unique blend of caffeine, hemp seed oil, and willow bark fights razor bumps and helps reduce redness. Sculpt your style to perfection with our unique clear formula.

Benefits:

Smooth – willow bark fights razor bumps.

Hydrate – shea butter and hemp seed oil deeply moisturize and nourish dry skin. Caffeine helps tighten pores and reduce redness.

How To Use: Apply a thin even coat onto skin and shave. Rinse and pat dry. For best results, use with Cantu Men's Collection Cleansing Pre-Shave Scrub and Post-Shave Serum.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07691-12/3PK | 817513016912 | 20817513016916 | 10817513016919 |

Men's Styling Pomade



Product Positioning: Cantu Men's Collection is specifically formulated for the needs of men with wavy, curly, and coarse hair. Our unique blend of caffeine, hemp seed oil, and shea butter delivers strong hold and defined curls with touchably soft results.

Benefits:

Control – hemp seed oil, shea butter, and coconut oil lock in moisture for control and strong hold without stiffness or residue.

Hydrate – shea butter deeply moisturizes hair.

Strength – caffeine encourages healthy hair and reduces shedding.

How To Use: Apply to palms and use on damp hair for curl definition, or towel dried hair for a sculpted style. Works best with Cantu Men's Collection 3 in 1 Shampoo & Conditioner and Leave-In Conditioner.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|---------------|--------------|----------------|----------------|
| 07678-12/3EUS | 817513016783 | 20817513016787 | 10817513016780 |

Men's Beard Oil



Product Positioning: Cantu Men's Collection is specifically formulated for the needs of men with wavy, curly, and coarse hair. Our unique blend of caffeine, hemp seed oil, and tea tree oil seals in moisture to soften and nourish hair.

Benefits:

Anti-Beard Burn – hemp seed oil and shea butter deeply nourish hair, leaving a soft finish.

Hydrate – shea butter deeply moisturizes hair.

Strength – caffeine encourages healthy hair.

How To Use: Squeeze into hands and massage onto beard. Our quick-drying, non-greasy formula will leave a soft finish. Use daily to improve softness and hair health.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07690-12/3PK | 817513016905 | 20817513016909 | 10817513016902 |

Men's Post-Shave Soothing Serum



Product Positioning: Cantu Men's Collection is specifically formulated for the needs of men with wavy, curly, and coarse hair. Our unique blend of caffeine, hemp seed oil, and ginseng fights razor burn and helps calm skin.

Benefits:

Smooth – ginseng fights razor burn, and tea tree helps reduce irritation.
Hydrate – shea butter and hemp seed oil deeply moisturize, calm, and protect skin. Caffeine helps tighten pores and reduce redness.

How To Use: Apply onto shaved area to moisturize and calm skin. For best results, use with Cantu Men's Collection Cleansing Pre-Shave Scrub and Smooth Shave Gel.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07693-12/3PK | 817513016936 | 20817513016930 | 10817513016933 |

New – Men's Curl Activator



Availability: January 2021

Product Positioning: Cantu Men's Curl Activator is specifically formulated for the needs of men with wavy, curly, and coarse hair. Our unique blend of caffeine, hemp seed oil, and shea butter delivers defined curls, enhanced moisture and shine.

Benefits:

Definition – formulated to smooth and enhance natural curl pattern without frizz
Hydrate – hemp seed oil and shea butter helps deeply moisturize hair
Strength – caffeine encourages healthy hair and helps reduce shedding and breakage.

How To Use: Apply to damp hair section by section. Reapply to dry hair as needed for additional moisture. Works best with Cantu Men's Collection 3 in 1 Shampoo & Condition, Leave-In Conditioner, and Cream Pomade

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08079-12/3EU | 810006940862 | 20810006940866 | 10810006940869 |

Cantu Skin Therapy

Coconut Oil Body Lotion



Product Positioning: Cantu Skin Therapy Body Lotions deliver long-lasting moisture you can see and feel. Developed with natural moisturizing ingredients, these daily moisturizers are clinically proven to provide moisture that lasts all day, and helps to relieve dry skin to reveal your skin's natural radiance.

The Coconut Oil Body Lotion is formulated with natural coconut oil and an ultra-moisturizing blend of shea butter, cocoa butter, Vitamin E and aloe to help restore the skin's natural glow. This fast-absorbing lotion helps keep the skin moisturized and soft to the touch. Enjoy subtle notes of coconut, citrus, and honey.

No parabens, phthalates, sulfates, mineral oil, petrolatum, propylene glycol

Where To Find: Skincare Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08049-12/3EU | 810006940541 | 20810006940545 | 10810006940548 |

Shea Butter Body Lotion



Product Positioning: Cantu Skin Therapy Body Lotions deliver long-lasting moisture you can see and feel. Developed with natural moisturizing ingredients, these daily moisturizers are clinically proven to provide moisture that lasts all day, and helps to relieve dry skin to reveal your skin's natural radiance.

The Shea Butter Body Lotion is formulated with natural shea butter and an ultra-moisturizing blend of cocoa butter, aloe and Vitamin E to help nourish the skin and keep it soft and supple. Wrap your skin in this fast-absorbing lotion that helps rejuvenate rough, dry skin. Enjoy subtle notes of shea, orange, and vanilla

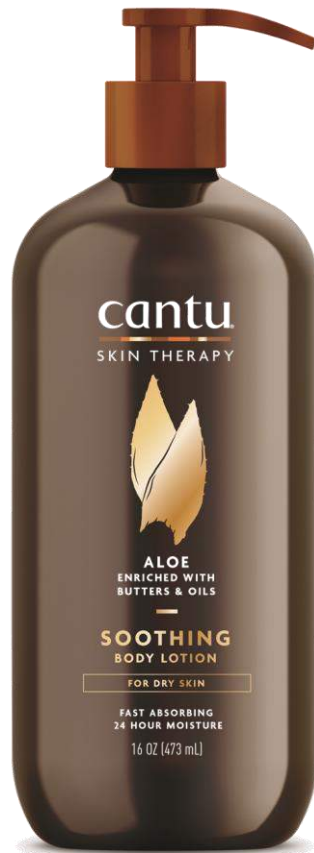
No parabens, phthalates, sulfates, mineral oil, petrolatum, propylene glycol

Where To Find: Skincare Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08050-12/3EU | 810006940558 | 20810006940552 | 10810006940555 |

Aloe Body Lotion



Product Positioning: Cantu Skin Therapy Body Lotions deliver long-lasting moisture you can see and feel. Developed with natural moisturizing ingredients, these daily moisturizers are clinically proven to provide moisture that lasts all day, and helps to relieve dry skin to reveal your skin's natural radiance.

The Shea Butter Body Lotion is formulated with natural aloe and an ultra-moisturizing blend of shea butter, cocoa butter, and Vitamin E. This lotion quickly absorbs into the skin to provide long-lasting moisture that leaves the skin calm, comfortable, and soft to the touch. Enjoy subtle, fresh notes of lotus blossom.

No parabens, phthalates, sulfates, mineral oil, petrolatum, propylene glycol

Where To Find: Skincare Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08051-12/3EU | 810006940565 | 20810006940569 | 10810006940562 |

Shea Butter Body Cream



Product Positioning: Cantu Skin Therapy Body Cream penetrate skin to provide long-lasting moisture with each use. Developed with natural moisturizing ingredients, these ultra-rich creams are clinically proven to provide moisture that lasts all day, and help to relieve dry skin to reveal your skin's natural radiance.

The Shea Butter Body Cream is crafted with natural shea butter and a unique blend of coconut oil, sunflower oil, and Vitamin E to deliver intense moisture to very dry skin. This body cream helps nourish to reveal smoother, softer skin. Wrap your skin in subtle notes of orange, shea, and vanilla.

No parabens, phthalates, sulfates, mineral oil, petrolatum, propylene glycol, silicones.

Where To Find: Skincare Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08052-12/3EU | 810006940572 | 20810006940576 | 10810006940579 |

Cocoa Butter Body Cream



Product Positioning: Cantu Skin Therapy Body Cream penetrate skin to provide long-lasting moisture with each use. Developed with natural moisturizing ingredients, these ultra-rich creams are clinically proven to provide moisture that lasts all day, and help to relieve dry skin to reveal your skin's natural radiance.

The Cocoa Butter Body Cream is crafted with natural cocoa butter and a unique blend of coconut oil, sunflower oil, and Vitamin E to deliver intense moisture to rough, dry skin. This body cream helps nourish to reveal smoother, softer skin. Wrap your skin in subtle notes of coconut and vanilla.

No parabens, phthalates, sulfates, mineral oil, petrolatum, propylene glycol, silicones.

Where To Find: Skincare Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08053-12/3EU | 810006940589 | 20810006940583 | 10810006940586 |

Mango Butter Body Cream



Product Positioning: Cantu Skin Therapy Body Cream penetrate skin to provide long-lasting moisture with each use. Developed with natural moisturizing ingredients, these ultra-rich creams are clinically proven to provide moisture that lasts all day, and help to relieve dry skin to reveal your skin's natural radiance.

The Mango Butter Body Cream is formulated with natural mango butter and a unique blend of coconut oil, sunflower oil, and Vitamin E. This body cream helps nourish very dry skin, providing intense, long-lasting moisture that leaves the skin feeling soft and supple. Wrap your skin in subtle notes of mango, coconut, and fig.

No parabens, phthalates, sulfates, mineral oil, petrolatum, propylene glycol, silicones.

Where To Find: Skincare Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08054-12/3EU | 810006940596 | 20810006940590 | 10810006940593 |

Cocoa Butter Raw Blend



Product Positioning: Cantu Skin Therapy Body Raw Blends naturally deliver moisture from head to toe. Developed with pure, all-natural, non-gmo ingredients and no additives, these blends help to relieve dry skin and moisturize hair.

This raw blend is a fusion of just three natural, ultra-hydrating ingredients – 100% pure and certified organic cocoa butter, plus 100% pure shea butter & coconut oil. Cocoa butter is rich in vitamin C and is known to help restore your skin’s complexion, diminish the appearance of darkened areas due to dryness over time, and reduce the appearance of unwanted marks, leaving skin looking and feeling soft and smooth. Together, this blend naturally soothes dry skin and moisturizes hair strands.

No parabens, phthalates, sulfates, mineral oil, petrolatum, gmo, propylene glycol, silicones, gluten.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08055-12/3EU | 810006940602 | 20810006940606 | 10810006940609 |

Mango Butter Raw Blend



Product Positioning: Cantu Skin Therapy Body Raw Blends naturally deliver moisture from head to toe. Developed with pure, all-natural, non-gmo ingredients and no additives, these blends help to relieve dry skin and moisturize hair.

This raw blend is a fusion of just three natural, ultra-hydrating ingredients – 100% pure and certified organic mango butter, plus 100% pure shea butter & coconut oil. Mango butter is known for its softening and soothing properties, helping to boost your skin’s radiance and brighten your complexion, leaving skin looking rejuvenated and revitalized. Together, this blend naturally soothes dry skin and moisturizes hair strands.

No parabens, phthalates, sulfates, mineral oil, petrolatum, gmo, propylene glycol, silicones, gluten.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08057-12/3EU | 810006940619 | 20810006940613 | 10810006940616 |

Hemp Seed Raw Blend



Product Positioning: Cantu Skin Therapy Body Raw Blends naturally deliver moisture from head to toe. Developed with pure, all-natural, non-gmo ingredients and no additives, these blends help to relieve dry skin and moisturize hair.

This raw blend is a fusion of just three natural, ultra-hydrating ingredients – 100% pure and certified organic hemp seed oil, plus 100% pure shea butter & coconut oil. Hemp seed oil is known to help revive and restore the skin and scalp, providing soothing relief and comfort to tired areas leaving skin feeling softer and hair more manageable. Together, this blend naturally soothes dry skin and moisturizes hair strands.

No parabens, phthalates, sulfates, mineral oil, petrolatum, gmo, propylene glycol, silicones, gluten.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08059-12/3EU | 810006940640 | 20810006940644 | 10810006940647 |

Tea Tree Oil Raw Blend



Product Positioning: Cantu Skin Therapy Body Raw Blends naturally deliver moisture from head to toe. Developed with pure, all-natural, non-gmo ingredients and no additives, these blends help to relieve dry skin and moisturize hair.

This raw blend is a fusion of just three natural, ultra-hydrating ingredients – 100% pure and certified organic tea tree oil, plus 100% pure shea butter & coconut oil. Tea tree oil is naturally anti-septic and known to restore balance and improve the appearance of all skin types, providing calming relief to skin and scalp. Together, this blend naturally soothes dry skin and moisturizes hair strands.

No parabens, phthalates, sulfates, mineral oil, petrolatum, gmo, propylene glycol, silicones, gluten.

Where To Find: Multicultural Hair Care Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08060-12/3EU | 810006940657 | 20810006940651 | 10810006940654 |

Cantu Accessories

Thick Detangle Brush



Product Positioning: This detangling brush has been modified to easily glide through thick and curly hair. Notice that rows of bristles are missing to minimize breakage and snagging during the detangling process. Also features a rubber base to help define curls and a non-slip grip for a stronger hold.

Product Tips: Use with Cantu's Coil Calm Detangler.

How To Use: Divide hair into sections. Start from the bottom and slowly work your way to the root. Repeat in each section. Never start detangling from the root down as this may cause breakage.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07882-36/3pk | 817513018824 | 20817513018828 | 10817513018821 |

Thick Boar Paddle Brush



Product Positioning: This boar bristle smoothing brush is designed with longer bristles to reach farther into hair for a smoother finish. Designed for thick, curly, coily hair and made with natural boar bristles that distribute your natural oils across strands for an enhanced shine. Perfect for blow-dry styles and detangling long, thick hair.

Product Tips: Use with Cantu's Leave-In Conditioning Repair Cream

How To Use: Brush hair with downward strokes from root to tip. Repeat for extra smooth results.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07883-36/3pk | 817513018831 | 20817513018835 | 10817513018838 |

Thick Edge Brush



Product Positioning: This boar smoothing brush is designed with longer bristles to reach farther into hair for a smoother finish. Designed for thick, curly, coily hair and made with natural boar bristles that distribute your natural oils across strands for an enhanced shine. Perfect for updos and sleek ponytails.

Product Tips: Use with Cantu's Leave-In Smoothing Lotion

How To Use: Brush hair with downward strokes from root to tip. Repeat for extra smooth results.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07884-36/3pk | 817513018848 | 20817513018842 | 10817513018845 |

Fashion Wrap with Top Modern Red



Available Tentatively Q2 2021

Product Positioning: This stretch turban adds extra style to your look.

How To Use: Slide on hair for an instant wrap.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07885-36/3pk | 817513018855 | 20817513018859 | 10817513018852 |

Plastic Boar Brush



Product Positioning: This boar bristle smoothing brush is designed with longer bristles to reach farther into hair for a smoother finish. Designed for thick, curly, coily hair and made with natural boar bristles that distribute your natural oils across strands for an enhanced shine. Perfect for updos and sleek ponytails.

Product Tips: Use with Cantu's Leave-In Smoothing Lotion

How To Use: Brush hair with downward strokes from root to tip. Repeat for extra smooth results.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07888-36/3pk | 817513018886 | 20817513018880 | 10817513018883 |

Fashion Wrap Deco

Product Positioning: This stretch band adds extra style to your look.

How To Use: Use as headband or stretch over hair for an instant wrap.

Where To Find: Hair Accessories Aisle



Available Tentatively Q2 2021

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07889-36/3pk | 817513018893 | 20817513018897 | 10817513018890 |

Fashion Regal Wrap



Available Tentatively Q2 2021

Product Positioning: This stretch band adds extra style to your look.

How To Use: Use as a headband or stretch over hair for an instant wrap.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07891-36/3pk | 817513018916 | 20817513018910 | 10817513018913 |

Thick Pick Accessory



Product Positioning: Made with durable material featuring a non-slip grip to lift and add volume with ease. Double teeth design lifts at roots perfect for thick, curly hair.

Product Tips: Use with Cantu's Twist & Lock Gel or Curl Activator Cream

How To Use: Angle towards root and gently lift to add volume. For best results do not extend to ends.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07892-36/3pk | 817513018923 | 20817513018927 | 10817513018920 |

Thick Detangle Comb Accessory



Product Positioning: Made with durable material and convenient shower hook to detangle with ease.

Product Tips: Use with Cantu's Coil Calm Detangler

How To Use: Divide hair into sections. Start from the bottom and slowly work your way to the root. Repeat in each section. Never start detangling from the root down as this may cause breakage.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07893-36/3pk | 817513018930 | 20817513018934 | 10817513018937 |

Heat Resist Comb Pk



Product Positioning: Made with durable carbon fiber material that is lighter and stronger than plastic. Plus eliminates flyaways for static free results.

Product Tips: Use with Cantu's Thermal Heat Protectant

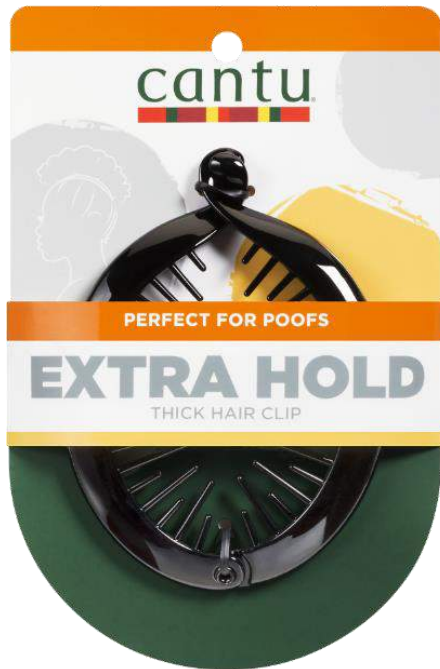
How To Use: Style hair starting at the ends and move up to the root. Heat resistant material makes it easy to follow after a flat iron or blow dryer to smooth strands.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07894-36/3pk | 817513018947 | 20817513018941 | 10817513018944 |

Curly Comb Accessory



Product Positioning: Made for thicker hair to clip into a pony or poof with ease.

Product Tips: Use with Cantu's Curl Activator Cream and Edge Gel

How To Use: Smooth hair down on sides. Gather hair at crown then wrap comb around base and secure the end.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07897-36/3pk | 817513018978 | 20817513018972 | 10817513018975 |

Jumbo Conditioning Cap Clear 20Pcs



Product Positioning: These jumbo size disposable plastic caps are perfect for thick hair.

Product Tips: Use with Cantu's Deep Treatment Masque

How To Use: Use as a cap for treatments or as a temporary shower cap.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07933-36/3pk | 817513019333 | 20817513019337 | 10817513019330 |

Up Do Brush



Product Positioning: This boar styling brush is made narrow to smooth hair into an updo with ease. Designed with firm natural bristles to smooth thick, curly, coily hair plus distribute your natural oils across strands for an enhanced shine.

Product Tips: Use with Cantu's Edge Gel

How To Use: Brush hair with upward strokes from root to tip. Repeat for an extra sleek style.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07935-36/3pk | 817513019357 | 20817513019351 | 10817513019354 |

Baby Hair Brush



Product Positioning: This 2-in-1 boar styler is made to sculpt edges with ease. Designed with firm bristles to smooth thick, curly, coily hair plus distribute your natural oils across strands for an enhanced shine.

Product Tips: Use with Cantu's Edge Gel

How To Use: Use comb side to separate edges ("Baby Hair") then follow with brush to sculpt.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07936-36/3pk | 817513019364 | 20817513019368 | 10817513019361 |

Detangle & Smooth Comb 2CT



Product Positioning: Made with durable material, this 2-in-1 comb set is perfect for everyday use.

Product Tips: Use with Cantu's Creamy Hair Lotion

How To Use: Use the dressing comb (gray) to smooth style and the detangling comb (pattern) to help minimize tangles.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07938-36/3pk | 817513019388 | 20817513019382 | 10817513019385 |

Satin Scarf - Solid



Product Positioning: This boar bristle smoothing brush is designed with longer bristles to reach farther into hair for a smoother finish. Designed for thick, curly, coily hair and made with natural boar bristles that distribute your natural oils across strands for an enhanced shine. Perfect for updos and sleek ponytails.

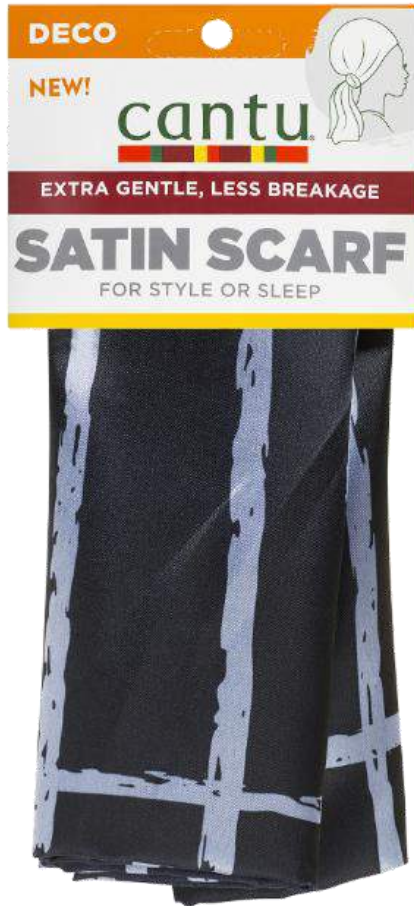
How To Use: Brush hair with downward strokes from root to tip. Repeat for extra smooth results.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07942-36/3pk | 817513019425 | 20817513019429 | 10817513019422 |

Satin Scarf - Pattern



Product Positioning: Extra-large scarf features super, soft satin material to help minimize snagging, dryness and breakage.

How To Use: Unfold the possibilities for both style and sleep. Wrap around hair at night to preserve style and moisture. For fashion head wrap, tie around hair and knot in back or on top.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07943-36/3pk | 817513019432 | 20817513019436 | 10817513019439 |

Satin Lined Cap



Product Positioning: This boar bristle smoothing brush is designed with longer bristles to reach farther into hair for a smoother finish. Designed for thick, curly, coily hair and made with natural boar bristles that distribute your natural oils across strands for an enhanced shine. Perfect for updos and sleek ponytails.

Product Tips: Use with Cantu's Leave-In Smoothing Lotion

How To Use: Brush hair with downward strokes from root to tip. Repeat for extra smooth results.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07944-36/3pk | 817513019449 | 20817513019443 | 10817513019446 |

Spiral Comb 2CT Pack



Product Positioning: This set features a uniquely designed spiral comb to create coils with ease and a metal end comb for precise parting and smoothing.

Product Tips: Use with Cantu's Curl Activator Cream & Styling Gel

How To Use: Part hair with the metal end comb into small sections, add product, then spiral comb sections by starting at the root then twirling down to the ends.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07948-36/3pk | 817513019487 | 20817513019481 | 10817513019484 |

Pattern Bonnet



Product Positioning: Comfy cap for protection while sleep with super, soft satin material to help minimize snagging, dryness and breakage

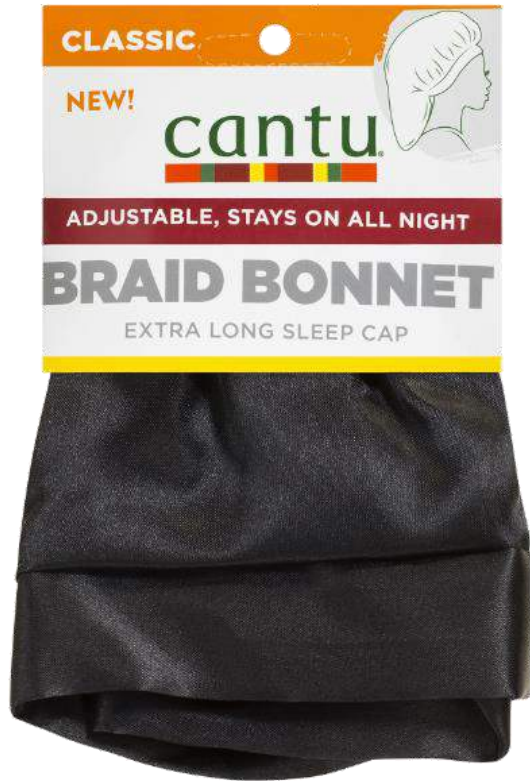
How To Use: Slide on to protect fragile curls and coils for both style and sleep.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07950-36/3pk | 817513019500 | 20817513019504 | 10817513019507 |

XL Bonnet



Product Positioning: Extra-long design protects long hair from damage due to dryness with adjustable tie for extra hold to stay on all night.

How To Use: Unfold and cover hair to extend style and minimize frizz. Secure bonnet with tie laying down edges while protecting ends.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|---------------|--------------|----------------|----------------|
| 07951-36/3pka | 817513019517 | 20817513019511 | 10817513019514 |

Detangle Brush



Product Positioning: This detangling brush has been modified with longer bristles to help detangle with ease. Also features a rubber base to help define curls and a non-slip grip for a stronger hold.

Product Tips: Use with Cantu's Coil Calm Detangler

How To Use: Divide hair into section. Start from the bottom and slowly work your way to the root. Repeat in each section. Never start detangling from the root down as this may cause breakage.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07955-36/3pk | 817513019555 | 20817513019559 | 10817513019552 |

Kids Easy Wrap – Regal

Product Positioning: Use as a headband or add extra style to your pony or poof.

How To Use: Slide on hair for instant style.

Where To Find: Hair Accessories Aisle



Available Tentatively Q2 2021

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07957-36/3pk | 817513019579 | 20817513019573 | 10817513019576 |

Hook Bands – Extended Version



Product Positioning: Snag-free bands that wrap around your head as a headband, tie around a ponytail for extra hold or wrap around a curly poof for a sleek updo.

Product Tips: Use with Cantu's Edge Gel and Leave-In

How To Use: Connect snag-free hook directly to hair and wrap for desired end look.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07958-36/3pk | 817513019586 | 20817513019580 | 10817513019583 |

Shower Cap – Satin Lining



Product Positioning: Upgrade your shower cap with this satin lined shower cap for double protection.

How To Use: Open and slide onto hair with satin liner on the inside of cap before shower or bath.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07960-36/3pk | 817513019609 | 20817513019603 | 10817513019606 |

Shower Cap – Terry Lining



Product Positioning: Upgrade your shower cap with this terry cloth lined shower cap for double protection.

How To Use: Open and slide onto hair with terry cloth liner on the inside of cap before shower or bath.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07961-36/3pk | 817513019616 | 20817513019610 | 10817513019613 |

Fabric Head Wrap Solid



Product Positioning: This hair wrap adds extra style to your look and can be worn in a variety of ways. Features soft comfortable feel.

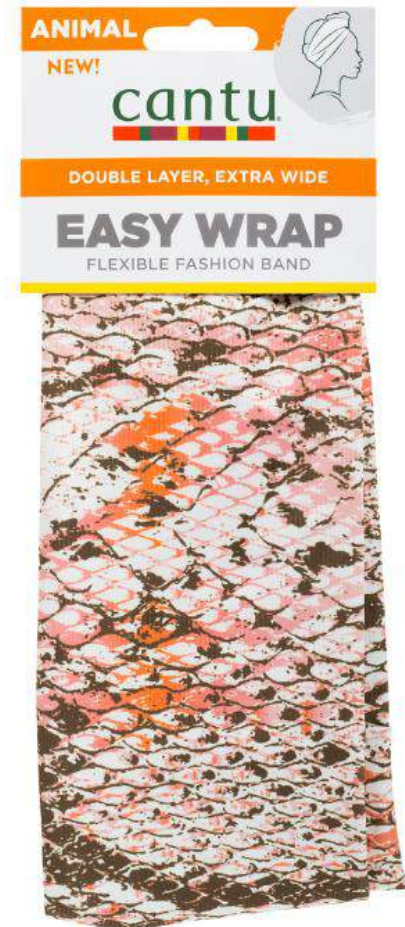
How To Use: Tie and fold into different styles. Wrap and tuck ends.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08019-36/3pk | 810006940190 | 20810006940194 | 10810006940197 |

Easy Wrap Animal



Product Positioning: This stretch bands adds extra style to your look.

How To Use: Use as headband or stretch over hair for an instant wrap.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08023-36/3pk | 810006940237 | 20810006940231 | 10810006940234 |

Fabric Head Wrap – Pattern



Product Positioning: A hair wrap that adds extra style to your look and can be worn in a variety of ways. Features soft comfortable feel.

How To Use: Tie and fold into different styles. Wrap and tuck ends.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08028-36/3pk | 810006940282 | 20810006940286 | 10810006940289 |

Narrow Detangling Brush



Available now!

Product Positioning: Detangling brush that easily glides through short to medium, thick and curly hair. Long, narrow rows of bristles help minimize breakage and snagging during the detangling process. Also features a rubber base and non-slip grip for a stringer hold.

How To Use: Divide hair into sections. Start from the ends and slowly work your way to the root. Repeat in each section. Never start detangling from the root down as this may cause breakage.

Tip: Use with Cantu's Coil Calm Detangler

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08071-36/3PK | 810006940787 | 20810006940781 | 10810006940784 |

Accent Charms



Product Positioning: Accentuate your style with these metallic charms. Perfect for ponytails, braids and locs.

How To Use: Open and connect to hair. Close and repeat.

Where To Find: Hair Accessories Aisle

Tip: Keep your scalp and hair strands nourished while in braids or locs with Cantu's Tea Tree & Jojoba Hair & Scalp Oil

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08072-36/3PK | 810006940794 | 20810006940798 | 10810006940791 |

Satin Sleep Cap



Available now!

Product Positioning: Comfy cap plus a built-in scarf, made of super soft satin material. Tie the scarf for a perfect fit and protect your hair from snagging, dryness and breakage while laying your edges flat.

How To Use: Tie on to protect curls and coils and lay your edges while you sleep.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08073-36/3PK | 810006940800 | 20810006940804 | 10810006940807 |

Microfiber Drying Cap



Product Positioning: Comfy cap plus a built-in scarf, made of ultra plush, super absorbent microfiber material that effectively absorbs moisture. Tie the scarf for a perfect fit.

How To Use: Tie on to dry hair after cleansing. Can also be used to “plop” wet hair to absorb excess moisture and help reduce frizz.

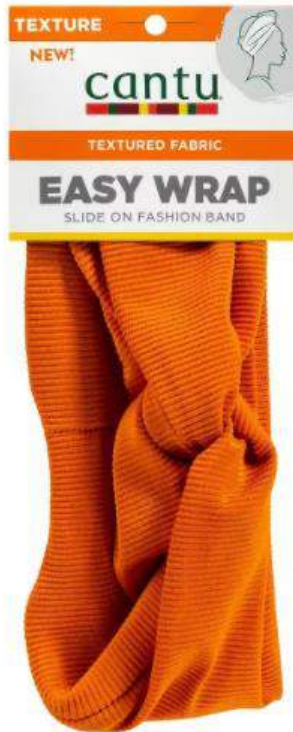
Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08075-36/3PK | 810006940824 | 20810006940828 | 10810006940821 |

Available now!

Textured Fabric Wrap



Available now!

Product Positioning: A stretch band that adds extra style to your look. Features soft comfortable feel.

How To Use: Use as a headband or stretch over hair for an instant wrap.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08077-36/3PK | 810006940848 | 20810006940842 | 10810006940845 |

Tie Wrap



Product Positioning: A hair wrap that adds extra style to your look and can be worn in a variety of ways. Features satin material on one side to protect hair and edges, and textured fabric on the reverse to accentuate any look.

How To Use: Tie on hair in any way you choose.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08077-36/3PK | 810006940848 | 20810006940842 | 10810006940845 |

Kids Easy Wrap – Deco



Product Positioning: Use as a headband or add extra style to your pony or poof.

How To Use: Slide on hair for instant style.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07959-36/3pk | 817513019593 | 20817513019597 | 10817513019590 |

Kids Bonnet – Rainbow Pattern



Product Positioning: Comfy cap for protection while sleep with super, soft satin material to help minimize snagging, dryness and breakage

How To Use: Slide on to protect fragile curls and coils for both style and sleep.

Where To Find: Hair Accessories Aisle

Codes & Specs:

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 07966-36/3pk | 817513019661 | 20817513019665 | 10817513019668 |

NEW! Kids Textured Wrap



Description:

- Add extra style to your pony or poof
- High quality textured fabric
- One size fits all with perfect stretch
- MSRP: \$5.99

Available Now!

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08212-36/3pk | 810006942187 | 20810006942181 | 10810006942184 |

NOTE: In light of COVID-19, experiencing longer lead-times for components and production. Product generally available 6 months from forecast but should be reviewed with Marketing & Planning case-by-case.

NEW! Kids Detangle Comb



Product Positioning: Comfy cap for protection while sleep with super, soft satin material to help minimize snagging, dryness and breakage

How To Use: Slide on to protect fragile curls and coils for both style and sleep.

Where To Find: Hair Accessories Aisle

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08212-36/3pk | 810006942187 | 20810006942181 | 10810006942184 |

NOTE: In light of COVID-19, experiencing longer lead-times for components and production. Product generally available 6 months from forecast but should be reviewed with Marketing & Planning case-by-case.

NEW! Kids Detangle Brush



Description:

- Add extra style to your pony or poof
- High quality textured fabric
- One size fits all with perfect stretch
- MSRP: \$5.99

Available Now!

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08212-36/3pk | 810006942187 | 20810006942181 | 10810006942184 |

NOTE: In light of COVID-19, experiencing longer lead-times for components and production. Product generally available 6 months from forecast but should be reviewed with Marketing & Planning case-by-case.

NEW! Kids Top Knot Headband



Description:

- Add extra style to your pony or poof
- High quality textured fabric
- One size fits all with perfect stretch
- MSRP: \$5.99

Available Now!

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08212-36/3pk | 810006942187 | 20810006942181 | 10810006942184 |

NOTE: In light of COVID-19, experiencing longer lead-times for components and production. Product generally available 6 months from forecast but should be reviewed with Marketing & Planning case-by-case.

NEW! Kids Braid Bonnet



Description:

- Add extra style to your pony or poof
- High quality textured fabric
- One size fits all with perfect stretch
- MSRP: \$5.99

Available Now!

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08212-36/3pk | 810006942187 | 20810006942181 | 10810006942184 |

NOTE: In light of COVID-19, experiencing longer lead-times for components and production. Product generally available 6 months from forecast but should be reviewed with Marketing & Planning case-by-case.

NEW! Kids Tie Bonnet



Description:

- Add extra style to your pony or poof
- High quality textured fabric
- One size fits all with perfect stretch
- MSRP: \$5.99

Available Now!

| Item # | UPC | Inner GTIN | Case GTIN |
|--------------|--------------|----------------|----------------|
| 08212-36/3pk | 810006942187 | 20810006942181 | 10810006942184 |

NOTE: In light of COVID-19, experiencing longer lead-times for components and production. Product generally available 6 months from forecast but should be reviewed with Marketing & Planning case-by-case.

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AWARD-WINNING CARE
FOR TEXTURED HAIR