

WELCOME TO BEACH WAVESS

We are honored that others have found our hair treatment as amazing as we do!
Here are some nice reviews from people that we look up to:

"Curlifornia is my newest go-to product, which I am SO happy I found right at the start of summer. I get lazy with doing my hair when it's so hot out, and letting my hair dry totally natural does not leave me feeling pretty. I'm also super sensitive to chemicals so I don't use many products usually. However, now that I've got my own bottle of Curlifornia my routine is literally hopping out of the shower, towel drying, brushing and then applying the delicious smelling Curlifornia, which has been giving my hair the perfect beach wave. So easy and simple, and I still feel polished. Plus, it's moisturizing and chemical-free, all natural!!! If you want summer beach waves, I highly recommend you get your bottle of Curlifornia!!" XO Taylor.

Taylor Bosco
Trainer, Life Coach

"A friend of mine launched a fabulous all natural hair product and I had to share! Thank you @mycurlifornia for giving me California girl beach waves in the mountains! I'm using it everyday! "

Lindsey Jones Johnson
Blogger / ladyinthewildwest.com

"I'm a Curlifornia Girl. Obsessed with this hair product! Thank you @mycurlifornia aka @oliviakloy for sharing this amazing Beach Hair Treatment we me and the world!"

Love&Lashes,
Sarah

Sarah
Licensed Esthetician & Eyelash Extension Specialist @ Lashtique Salon in San Clemente

"During my twenty plus years as a professional stylist/salon owner I have been committed to a standard of excellence. I offer my clientele the best products in the industry; which means researching and testing the products that meet my criteria. Ingredients are the make or break of any professional product line, and are of utmost importance. Curlifornia was brought to my attention from Owner Olivia Loy, she shared with me the ingredients in Curlifornia are Sulfate free, Salt free, Alcohol free, and Paraben free, I knew this product delivered the quality and benefits I would want to offer my clientele. The testing phase now begins. When I test a product I using a variety of different hair textures over a two-week time period and review feedback from clientele. This is what I have discovered: I would call Curlifornia " Miracle in a Bottle". The smells are flowery and delicious with a top note of coconut you may be tempted to use it as a body cream. The moisturizing properties of sugarcane and milk proteins make it a great leave in for all, especially those with curly/wavy hair who lack shine. This will allow their natural curls to have soft radiant beautiful frizz free curls with shine. (Even at the beach). Curlifornia is a wonderful volumizer for those with fine hair the rice proteins giving extra body without weighing the hair down, leaving hair bouncy and fresh. Those who want beautiful long locks to have movement and texture without the frizz it works magic with or without the blowout. Curlifornia, will breeze its way to the top. The best part is all the benefits are in one bottle.

Enjoy!"

Dani Prefontaine
Owner of BluWater in Carlsbad, CA



BEACH WAVESS

Curlifornia Amazing Beach Hair Treatment has been tried and tested by mermaids and mermen from all around the world with assorted hair types and textures in various types of weather conditions - from dry desert to Mediterranean to humid heat.

The results... Soft, sexy, tousled, sweet smelling beach waves that will instantly transport you to your favorite tropical island dream destination.

Infused with soothing aloe leaf juice, moisturizing sugar (instead of drying sea salt), hair strengthening milk amino acids, volume amplifying rice and oat protein and nourishing organic fruit and plant extracts, it sets itself far apart from other beach sprays.

It will easily become your everyday easy hair styling treatment.

Healthy (sun)shine color & texture

Anti frizz, crunch and greasiness

Curl enhancing

Shine

Texturizing

Moisturizing

Volumizing

The Sweet Summer Fragrance is in the Hair!

Soft pink petals & vanilla chiffon icing. Top notes of pear and peach, middle notes of jasmine and apple blossom melded with dry notes of coconut milk, vanilla orchid and creamy sandalwood.

Surprisingly fresh and fascinating, Curlifornia's all day emanating fragrance, along its aromatherapy benefits, brings the sweet tropical island air wherever you are.

WE SUPPORT

Here are some foundations that are specially close to our hearts. We hope you will join us in supporting and raising awareness to them.

CYSTIC FIBROSIS FOUNDATION

A genetic lung disorder that affects the pancreas and other organs.

The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment and ensuring access to high-quality, specialized care.

SILVER RIBBON SINGAPORE

Non-profit organization to combat mental health stigma and encourage early treatment. So many people suffer in silence, anywhere from Depression to Schizophrenia. The presence as a local organization that reaches out to whoever needs help in building positive mental health.

CANCER RESEARCH FOUNDATION

The Cancer Research Foundation is designed to encourage local funding events for cancer research, to bring awareness to corporate and planned giving options, and to encourage innovative and creative cancer research funding options; all while minimizing internal operating expenses so that the maximum percentage of each donation truly goes to cancer research.

ABOUT

"The whole concept of a Beach Hair Treatment came about because I surf everyday and the salt water was really doing a number on my hair. We spend so much time and money on our hair and the salt and sun was stripping my color and also causing it to be dry and brittle. Also, people kept asking me about my hair, I have naturally wavy hair and soon realised alot of women wanted that look so they would use sea salt sprays but I thought to myself, why would anyone do that when I know sea salt is so drying and not only that, the hair it produces is crunchy and stiff. I wanted people to have soft, volumised, beachy waves, hair that is healthy and hands can run through with ease. So, I worked with the lab and we tried sugar instead. Sugar is alot more moisturizing than salt and creates a similar textured effect to the hair - Beach waves texture.

Having been involved and also running our family business where our clients are major oil and gas companies/national oil companies, I learned that Quality is #1 so I take that very seriously. Curlifornia does not cut corners or skimp on nourishing ingredients but yet we are able to keep our price competitive. We are proud that Curlifornia is Paraben and Sulfate FREE which means it won't strip hair of color. It also does not contain alcohol and only contain food preservatives. We take the health of our clients seriously since our skin is the largest organ on our body and it is important what we place on it because our skin absorbs all chemicals/elements.

Please do not be fooled by its fun, sweet, girly look. It packs a punch!

Check out Curlifornia's main ingredients list! We want to highlight Aloe Vera which is very soothing for the skin and scalp and it is also a very healing agent, most surfers actually use it to heal their reef cuts and to heal their sunburn. Rice and oat protein creates and aids in volumising the hair. Milk acts as a nourishing ingredient for further moisturisation and additional vitamins. All the organic fruit and plant extracts were picked specifically for Curlifornia. This tropical blend not only takes you away to your favorite tropical paradise but is also packed full of anti-oxidants and nutrients that our Mother Earth blesses us with.

Sweet, refreshing smelling hair was also one of my inspiration and goals when creating Curlifornia. I wanted a fragrance that would capture that feeling of being in paradise or remind people of their favorite memory filled with love, laughter and fun wherever that may be. Curlifornia's unique scent is not overpowering, just an inviting whiff throughout the day. Top notes of pears and peaches, middle notes of jasmine and apple blossoms drying down to coconut milk, and creamy sandalwood, you can't help but smile.. It smells as sweet and fruity as it sounds, men, women, children all love it!

Above it all, we are proud that we are a company with a heart. The main charities that Curlifornia supports are the Cystic Fibrosis foundation, Cancer Research Foundation and Silver Ribbon. We believe that beauty does not only lie in the surface and yes, a good hair day always makes us happy but what lies within is what makes each and every one of us truly beautiful and unique. I was personally depressed, down and in a toxic relationship when I started Curlifornia but it gave me purpose and passion again.

Curlifornia = Faith, Love, Laughter, Friendship, Strength, Surf and Community."

XOXO,

Olivia Loy
(Owner)



OUR RETAILERS

We are so honored to have Curlifornia present in these amazing business locations. We are expanding and coming into other great stores very soon!

Camellia Boutique (Dana Point)
25001 Dana Point Harbor Dr
Dana Point CA 92629

Camellia Boutique (Solana Beach)
301 N Hwy 101
Solana Beach CA 92075

Just B'Cuz
155 Avenida Del Mar
San Clemente CA 92672

Studio K Skincare
154 Avenida Granada
San Clemente CA 92672

CJ's Closet
801 Avenida Talega Suite 101
San Clemente CA 92673

OC Healing Hands / C' Siren Day Spa
312 Avenida de le Estrella
San Clemente CA 92672

Crown Jules of Hair
27742 Vista Del Lago
Mission Viejo CA 92692

BluWater
6886 Embarcadero Lane
Carlsbad CA 92011

The Shop
1020 South Coast Hwy
Laguna Beach CA 92651





