

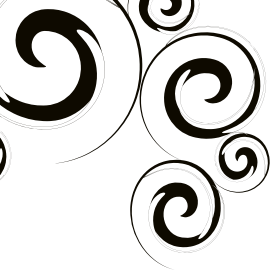


Trend Curls



Product Line





Our Commitments

Clean & Green Care for Naturally Beautiful Curls. At Echo Brasil, we believe it's possible to care for curly hair while deeply respecting health and the environment. The Trend Curls range embodies this commitment: powerful, vegan, clean beauty & green beauty formulas that reveal the natural beauty of every curl, from 2A to 4C. We have thought through every detail to combine performance, safety, and sustainability.

An Ethical and Responsible Charter

Selected Plant-Based Actives

Nutrient-rich oils and plant extracts to nourish, moisturize, and define hair without weighing it down.

Natural Heat & UV Protection

Our formulas protect hair from heat and UV rays using smart botanical extracts.

Dermatologically Tested

Our products exclude any controversial or potentially harmful ingredients to ensure a safe and gentle daily experience.

Free from Controversial Ingredients

Trend Curls offers clean, safe formulas, avoiding harmful chemicals for both health and the environment.

Biodegradable Formulas

Respectful of water and ecosystems, our formulas naturally break down without polluting.

Biodegradable Bottles in less than 4 Years

Designed to reduce ecological impact, even if accidentally released into nature.

Top Ratings on Yuka

Our products score from Good to Excellent on the Yuka app, ensuring full transparency on quality.

Inclusive Beauty

A range designed to meet the real needs of all curly hair textures: wavy, curly, or kinky.



What Makes Trend Curls Unique

Trend Curls is not a generic product line. It's a brand designed to honor the true nature of textured hair. Our treatments are custom-formulated to respect the unique identity of every curl type.

Our formulas are tailored to specific curl types – 2ABC, 3ABC, 4ABC – with personalized textures, intelligent compositions, and targeted active ingredients chosen to meet the real needs of each hair fiber.



BECAUSE BEAUTIFUL CURLS
DESERVE MORE THAN
A STANDARD PRODUCT.
THEY REQUIRE SPECIAL
ATTENTION, RESPECTFUL CARE,
AND HIGH PERFORMANCE.



Straight



1

Wavy



2A



2B



2C

Curly



3A



3B



3C

Kinky



4A



4B



4C

BRAZIL BY NATURE. SWISS BY STANDARD.



3-step purifying protocol



Detox Pre-Treatment

1A - 4C

All hair types

Palmaria palmata · Coconut oil · Fiber Dtox

Removes heavy metals, toxins, pollution, and limescale while strengthening and protecting the hair fiber. Formulated with marine extracts, red algae, coconut, and olive leaf, it gently purifies the scalp and hair.

pH 4.0 - 4.5



Low Poo Shampoo

2A - 4C

Chia seeds · Calendula · Mango · Aloe vera

A sulfate-free shampoo that gently cleanses and moisturizes curls without weighing them down. Reduces frizz, controls volume, and reveals soft, shiny, well-defined hair.

pH 6.5 - 7.5



No Poo Conditioner

2A - 4C

Mango butter · Quattro (Chia) · Aloe vera

A cleansing and detangling treatment that moisturizes, softens, and reduces frizz from the first use. Rich in plant-based actives, it protects the hair fiber and reveals soft, shiny, and perfectly defined curls.

pH 3.0 - 3.5



CURLS DON'T FOLLOW TRENDS
— THEY SET THEM.
AND **TREND CURLS** IS HERE
TO SUPPORT THEM, DAY AFTER DAY.



Hair Masks

Mango butter · Phyto-keratin · Plant actives

pH 3.0 - 4.0



2ABC

An intensive treatment that moisturizes, nourishes, repairs, and enhances the natural texture of wavy to curly hair. Designed to combine effectiveness, natural ingredients, and sensory pleasure, it leaves hair visibly softer, shinier, and more defined from the first application.



3ABC

An intensive treatment that nourishes, repairs, and enhances the natural texture of curly hair. Formulated to strengthen curls while providing flexibility, shine, and hold, it delivers plant-powered performance and sensory delight from the first use.



4ABC

A rich, nourishing treatment that regenerates, softens, and protects the fiber of kinky to very curly hair. Enriched with plant butters and oils, it restores elasticity and radiance while enhancing natural density from the first application.



Styling Creams

pH 3.0 – 4.0



2ABC



Mango butter · Coconut oil · Flaxseed

A lightweight cream that nourishes, defines, and enhances waves. Enriched with mango butter, coconut oil, and flaxseed, it provides hold without weighing hair down, controls frizz, and leaves hair soft, shiny, and perfectly defined.



3ABC



Mango butter · Aloe vera · Golden flaxseed

A rich cream that defines, nourishes, and shapes curls with precision. Formulated with mango butter, coconut oil, and flaxseed and chia extracts, it reduces frizz, boosts shine, and ensures flexible hold without stiffness.



4ABC



Mango butter · Aloe vera · Golden flaxseed

A creamy formula that moisturizes, defines, and softens kinky hair. Enriched with mango butter, aloe vera, and golden flaxseed, it deeply nourishes without heaviness, reduces frizz, and improves elasticity for dense, bouncy, radiant curls.



Sculpting Gel

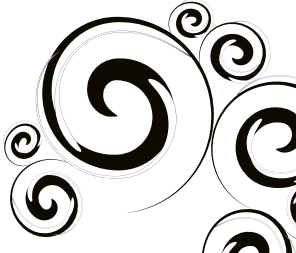
2A – 4C



Chia · Golden flaxseed · Mango butter

A natural gel that defines, moisturizes, and sets curls without stiffness. Enriched with chia seeds, golden flaxseed, and mango butter, it coats the hair, controls frizz, and reveals soft, shiny, perfectly shaped curls.

pH 5.0 – 6.0





Trend Curls

MADE IN BRAZIL, DESIGNED FOR THE WORLD

Importer

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