MORFOSE™

HAIR CARE SERIES • HAIR CARE SERIES • HAIR CARE SERIES • HAIR CARE SERIES • HAIR CARE SERIES • HAIR CARE SERIES •

PROFESSIONAL HAIR CARE CATALOG 2026

METAMORFOSE
BOUNCY CURLS

Curl defining care for wavy and curly hair.
Aloe Vera & Pro-Vitamin B5 at every step.

Aloe Vera | Pro-Vitamin B5 | 5 products



US Professional & US Wholesale

contents

about MORFOSE 3

bouncy curls series 4

- the line 5
- what's inside 6
- portfolio 7
- routine logic 8
- products 9

for professionals 14



about MORFOSE



morfose means transformation

We're a bold, salon-born hair care brand that believes great hair has no limits. Morfose was created in professional salons. Where passion, creativity, and care come together and built to empower everyone to express themselves through their hair.

we care for every strand

From Türkiye to the world, we design innovative formulas enriched with natural oils, keratin, and active proteins that repair, protect, and bring out the best in every hair type. Whether it's curly, straight, dry, or colored. Every strand deserves its own kind of care.

sustainably made, globally loved

We're on a mission to create beauty responsibly. Developing cruelty-free, high-performance products with recyclable packaging and eco-conscious production. Because taking care of your hair should never come at the planet's expense.

salon roots, everyday confidence

Raised by professionals, trusted by millions. Morfose delivers salon-level results for daily use. Helping you feel confident, bold, and unapologetically you.

METAMORFOSE | BOUNCY CURLS

CURL DEFINING



Curl Defining Care Platform for Wavy & Curly Hair

US Professional & US Wholesale

Bouncy Curls Line

curl defining · for wavy and curly hair



Morfose Metamorfose Bouncy Curls helps define curls while moisturizing and softening the hair. Aloe Vera and Pro-Vitamin B5 run through all five products, from the wash to the styling mousse, for curls that look more defined, flexible and full of life.

What's Inside Bouncy Curls

technology architecture (3-layer system)

Curls lose their shape when they lose moisture: they frizz, tangle and go flat. Bouncy Curls puts moisture back at every step, then holds the curl without making it stiff.

1. **Aloe Vera (Aloe Barbadensis Leaf Juice Powder)**
   Helps maintain the hair's softness by providing the moisture that curls need. It supports a more vibrant, flexible and well-defined curl appearance. Present in all 5 products.

2. **Pro-Vitamin B5 (Panthenol)**
   Helps curls appear fuller, more flexible and more manageable by moisturizing the hair strands. It supports the hair's natural structure while helping to reduce frizz. Present in all 5 products.

3. **Supporting Care**
   Hydrolyzed keratin in the shampoo; shea butter and coconut butter in the rinse-off conditioner; sunflower seed oil in the leave-in conditioner; Polyquaternium-10 for easier combing.



Who it's for

- wavy and curly hair
- curls that frizz, tangle or lose definition
- coloured and heat-styled curls

ALL CURL TYPES · WOMEN AND MEN

The Bouncy Curls Portfolio

5-step routine · product overview



STEP 1

Shampoo

400 ml · 13.52 fl oz

cleanse · every wash



STEP 2

Rinse-Off Conditioner

250 ml · 8.45 fl oz

condition · every wash



STEP 3

Leave-In Conditioner

250 ml · 8.45 fl oz

leave-in · after every wash



STEP 4

Hair Conditioner

200 ml · 6.76 fl oz

refresh · damp or dry hair



STEP 5

Hair Mousse

200 ml · 6.76 fl oz

style · on damp hair

The same actives, **Aloe Vera and Pro-Vitamin B5**, run through all 5 products, from the wash to the styling mousse.

Routine Logic

how the steps build on each other

01



Cleanse

EVERY WASH

Apply to wet hair and gently massage into the hair and scalp to create a rich lather.

02



Condition

EVERY WASH

After shampooing, apply to the mid-lengths and ends of damp hair.

03



Leave-in

AFTER EVERY WASH

Apply a sufficient amount to clean, damp hair.

04



Refresh

DAMP OR DRY HAIR

Shake well before use.

05



Style

ON DAMP HAIR

Shake the can well before use.

Wash day: Shampoo → Rinse-Off Conditioner → Leave-In Conditioner → Hair Mousse to set the curl. **Between washes:** the Hair Conditioner spray detangles and refreshes curls on damp or dry hair.

Salon service angle: cleanse and condition at the basin, define with leave-in and mousse at the chair, then the client takes home the same line.

Bouncy Curls Shampoo

curl defining shampoo

A curl defining shampoo for wavy and curly hair. It gently cleanses hair and scalp while Aloe Vera, Pro-Vitamin B5 and hydrolyzed keratin help keep curls moisturized, soft and defined.



For

- wavy and curly hair
- curls that dry out, frizz or tangle easily

Available

- 400 ML · 13.52 FL OZ - 12 PCS

KEY ACTIVES aloe vera · pro-vitamin B5 · hydrolyzed keratin

Benefits

- **gentle cleansing.** It gently cleanses the hair and scalp, providing a gentle cleanse suitable for daily use. It helps preserve the hair's natural structure.
- **intense moisture support.** Thanks to its formula enriched with Aloe Vera and Pro-Vitamin B5, it helps maintain the hair's moisture balance. It prevents curls from drying out, helping them look more vibrant.
- **curl definition.** By supporting the natural shape of curls, it helps them achieve a more defined, flexible, and well-defined look.
- **a soft and vibrant look.** Thanks to its keratin and conditioning ingredients, it helps soften hair strands. It helps curls look healthier, shinier, and more vibrant.
- **anti-static & frizz control.** It helps reduce frizz and static, making curls look neater.
- **easy combing and styling.** Thanks to its formula containing PQ-10 (Polyquaternium-10), it helps make hair easier to comb. By reducing tangles, it makes your hair care routine more comfortable.



Use it

- apply to wet hair and gently massage into the hair and scalp to create a rich lather
- rinse thoroughly with plenty of water
- repeat if necessary

STEP 1 OF 5 **Cleanse** → Condition → Leave-in → Refresh → Style

Bouncy Curls Rinse-Off Conditioner

curl defining rinse-off hair conditioner

A curl defining rinse-off conditioner for wavy and curly hair. Aloe Vera, Pro-Vitamin B5, shea butter and coconut butter moisturize and nourish the strands, leaving curls softer, more supple and easier to style.



For

- wavy and curly hair
- dry, coloured or tangle-prone curls

Available

- 250 ML · 8.45 FL OZ - 12 PCS

KEY ACTIVES aloe vera · pro-vitamin B5 · shea butter · coconut butter

Benefits

- **intensive moisturizing treatment.** Enriched with Aloe Vera and Pro-Vitamin B5, this formula helps provide the moisture your hair needs. It helps your hair feel softer, more supple, and well-nourished.
- **nourishing care.** The nourishing oils in this product help deeply nourish the hair strands. It helps the hair look smoother, healthier, and more vibrant.
- **defined curls.** By supporting the natural shape of curls, it helps them achieve a more defined, flexible, and manageable look. It helps maintain the shape of curls.
- **anti-static & frizz control.** It helps reduce static and frizz by forming a protective film on the hair's surface. It helps curls look more defined and be easier to style.
- **supports color vibrancy.** Thanks to its protective formula, it helps maintain the vibrant appearance of your hair color for longer. It especially helps enhance the shine of colored hair.
- **easy combing and styling.** It helps reduce tangles by softening the hair strands. It makes the hair easier to comb and helps make your hair care routine more comfortable.



Use it

- after shampooing, apply to the mid-lengths and ends of damp hair
- leave on for 2-3 minutes
- rinse thoroughly with plenty of water

STEP 2 OF 5 Cleanse → **Condition** → Leave-in → Refresh → Style

Bouncy Curls Leave-In Conditioner

curl defining leave-in hair conditioner

A curl defining leave-in conditioner for wavy and curly hair. It stays in to moisturize, nourish and protect, helping curls keep their shape and look defined through the day.



For

- wavy and curly hair
- curls that are blow-dried, heat-styled or coloured

Available

- 250 ML · 8.45 FL OZ - 12 PCS

KEY ACTIVES aloe vera · pro-vitamin B5 · sunflower seed oil

Benefits

- **intensive moisturizing treatment.** Enriched with Aloe Vera and Pro-Vitamin B5, this formula helps provide the moisture your hair needs. It helps your hair feel softer, more supple, and well-nourished.
- **nourishing care.** The nourishing oils in this product help deeply nourish the hair strands. It helps the hair look smoother, healthier, and more vibrant.
- **defined curls.** By supporting the natural shape of curls, it helps them achieve a more defined, flexible, and manageable look. It helps maintain the shape of curls.
- **anti-static & frizz control.** It helps reduce static and frizz by forming a protective film on the hair's surface. It helps curls look more defined and be easier to style.
- **heat and uv protection.** Thanks to its advanced formula, it helps protect hair strands from heat and UV rays. It helps hair look healthier after blow-drying and heat styling.
- **supports color vibrancy.** Thanks to its protective formula, it helps maintain the vibrant appearance of your hair color for longer. It especially helps enhance the shine of colored hair.
- **easy combing and styling.** It helps reduce tangles by softening the hair strands. It makes the hair easier to comb and helps make your hair care routine more comfortable.



Use it

- apply a sufficient amount to clean, damp hair
- distribute evenly throughout the hair and style as desired
- do not rinse

STEP 3 OF 5 Cleanse → Condition → **Leave-in** → Refresh → Style

Bouncy Curls Hair Conditioner

curl defining leave-in conditioner spray

A lightweight curl defining conditioner spray for wavy and curly hair. Its leave-in formula detangles, protects from heat and UV, and can be used on damp or dry hair every day.



For

- wavy and curly hair
- daily detangling and second-day curl refresh

Available

- 200 ML · 6.76 FL OZ - 12 PCS

KEY ACTIVES aloe vera · pro-vitamin B5

Benefits

- **heat and uv protection.** Thanks to its advanced formula, it helps protect hair strands from heat and UV rays. It helps hair look healthier after blow-drying and heat styling.
- **anti-static & frizz control.** It helps reduce static and frizz by forming a protective film on the hair's surface. It helps curls look more defined and be easier to style.
- **defined curls.** By supporting the natural shape of curls, it helps them achieve a more defined, flexible and manageable look. Helps maintain a natural, curly look all day long.
- **color protection support.** Helps maintain the vibrancy of your hair color for longer. Helps keep colored hair looking shiny and vibrant.
- **intense moisture and softness.** Enriched with Aloe Vera and Pro-Vitamin B5, this formula helps maintain the hair's moisture balance. It helps the hair feel softer, smoother, and well-conditioned.
- **easy styling.** Its leave-in formula helps detangle the hair and makes styling easier. Suitable for daily use on both damp and dry hair.



Use it

- shake well before use
- apply to damp hair and distribute evenly with a comb
- do not rinse; style as desired
- may also be applied to dry hair if needed; suitable for daily use

STEP 4 OF 5 Cleanse → Condition → Leave-in → **Refresh** → Style

Bouncy Curls Hair Mousse

curl defining hair mousse

A curl defining mousse for wavy and curly hair. It gives curls a flexible, natural hold that lasts all day, with Aloe Vera and Pro-Vitamin B5 for softness and moisture.



For

- wavy and curly hair
- curls that need hold and volume without stiffness

Available

- 200 ML · 6.76 FL OZ - 12 PCS

KEY ACTIVES aloe vera · pro-vitamin B5

Benefits

- **defined & fuller curls.** It helps curls look more defined, voluminous, and natural without weighing down the hair. It keeps curls in shape, giving them a vibrant look all day long.
- **flexible, natural hold.** It provides flexible hold without making curls feel stiff. It helps maintain the hair's natural movement while ensuring the style lasts for a long time.
- **intense moisture support.** Enriched with Aloe Vera and Pro-Vitamin B5, this formula helps maintain the hair's moisture balance. It helps curls look softer, more supple, and more vibrant.
- **anti-static & frizz control.** It helps reduce frizz and flyaways, contributing to a more defined and manageable look for curls.
- **heat and uv protection.** Thanks to its advanced formula, it helps protect hair strands from heat and UV rays. It helps curls look healthier during styling.
- **plant care support.** With its Aloe Vera content, it helps give hair a soft feel. It provides nourishing care while preserving the hair's natural look.
- **all-day lasting performance.** It provides long-lasting hold, helping curls maintain their shape throughout the day. It helps keep the style looking fresh all day long.



Use it

- shake the can well before use
- hold the can upside down and dispense a sufficient amount of mousse into your palm
- apply evenly to clean, damp hair and style as desired
- do not rinse

STEP 5 OF 5 Cleanse → Condition → Leave-in → Refresh → **Style**

Why Bouncy Curls Works for US Salons

Curly clients buy routines, not single bottles. Bouncy Curls gives them one line from the wash to the styling step.

- **A complete curl routine.** Shampoo, rinse-off conditioner, leave-in, conditioner spray and mousse, five steps that share Aloe Vera and Pro-Vitamin B5.
- **Built-in repeat.** Shampoo and conditioners are every-wash products; the spray is used between washes; the mousse is used every styling.
- **Styling that cares.** The mousse holds without stiffness and the leave-in products help protect from heat and UV, so styling and care sell together.
- **Easy to recommend.** One colour on shelf, one concern: wavy and curly hair.



Bouncy Curls is built for the professional who styles curls:
one line, five steps, and Aloe Vera with Pro-Vitamin B5 in every one of them.

Shampoo · Rinse-Off Conditioner · Leave-In Conditioner · Hair Conditioner · Hair Mousse

MORFOSE METAMORFOSE BOUNCY CURLS | US Professional & US Wholesale
themorfose.com

