

CULT AND KING PRODUCT GUIDE

What I carry + who it's for
and how to use it.

Clean ingredients and natural fragrances.

"We make some of the most high-performance and clean products for hair, skin, and scalp in the world. But we're doing a lot more than just that. Join us in a movement of positive, disruptive change where conscience meets style.

We're obsessed with ingredients on our fantastical quest to make the finest natural, botanical, sustainable haircare, skincare & shave products in the world, because we believe that natural, botanical ingredients inherently lead to real beauty. That means sweating the details of every single ingredient in our products: Purest essential oils. Ethically-harvested natural botanicals. Chock full of organic ingredients. pH balanced for skin and hair. All vegan with the exception of organic beeswax in BALM and STYLE."

formaldehyde-free
paraben free
gluten free
petroleum-based glycol-free
phthalate-free
tea-, dea, and mea-free
mineral oil-free
synthetic dye-free
coal tar-free
animal testing-free



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Shampoos + Conditioners

Astral Amino Shampoo

It's gentle but mighty. Packed with 11 Amino Acids, all the Easter-Egg-benefits we always dreamed of for the first-ever CULT+KING Shampoo, and none of the yucky ingredients we refuse to formulate with.

How to Use: Massage into wet hair and scalp. Rinse thoroughly.

Hair Type: For all hair types

Benefits:

- Protects color from stripping or fading.
- Sulfate free suds
- Hair strengthening and protection.
- Moisture retention and frizz control.
- Chelating agent to break down hard water/mineral build up.
- pH under 5.

Pro Tips: Excellent for scalps that tend to have irritation from seborrheic dermatitis. The science: no harsh surfactants; betaine to reduce irritation and deeply moisturize; superfatted to remove excess sebum while leaving a light protective layer to keep scalp and hair hydrated.

Creampop Cleansing Conditioner

Gently cleanse and condition without stripping hair. Say goodbye to the old-school routine of traditional shampoo that strips your hair of natural oils and shortens the life of your color, then slathering on silicone-filled conditioner to restore the appearance of moisture and shine. With CREAMPOP Conditioning Cleanser, you are one and done, and your hair will love you for it.

How to Use: Brush or comb hair before showering to detangle. Wet hair thoroughly with warm water. Squeeze out excess water. Use appropriate number of pumps for your hair type, length, and density. (Short or fine: 1-2 pumps; longer, thicker, coarser: up to 6-8 pumps. Start with a little; you can always add more. Super concentrated – when in doubt, use less. Rub between hands first then spread your hands over your head and hair to get the product where you want it. Focus on your scalp first then work down through the ends. Use the tips of your fingers or a scalp scrubber to work the product especially in the areas with the most dirt, oil, and sweat buildup. Use it like a comb to avoid tangles in hair that tangles easily instead of circles. Apply first thing in the shower and rinse out last to give the max time for best cleansing and softening. Add a little water and keep massaging before rinsing thoroughly.

Hair Type: All hair types, hair colored with vivids, excels on thick, curly, dry hair but safe for medium to fine hair without weighing it down.

Benefits: Gentle; non-foaming; color-safe; silicone free; rich in nutrients, vitamins, and essential fatty acids; lightweight and easily absorbed into the hair without buildup.

Astral Amino Conditioner

Did you know that Amino Acids are the very building blocks of Proteins, which are the building blocks of Keratin, which is what your hair is made of? If you're looking for a Conditioner with optimal hair strengthening and protection, moisture retention, and improved overall appearance, elasticity, and shine... one with 11 Amino Acids is a great place to start.

How to Use: After shampooing, apply to wet hair from roots to ends. Leave on for 1 to 3 minutes. Rinse thoroughly.

Hair Type: For all hair types

Benefits:

- Protects color from stripping or fading.
- Frizz control.
- pH under 5
- Helps strengthen the cellular membrane complex, one of the most important things in hair health you've never heard of.

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Hair prep

TONIK

TONIK soaks into scalp, skin, and hair follicles with 23 natural, organic botanicals and essential oils for refreshed, rejuvenated, healthy looking scalp, hair, and beard. With saw palmetto, green tea, and salicylic acid for deep cleaning.

How to Use: Spray into damp, towel dried hair and beard right out of the shower before styling, and let it work all day. Or spray it on your scalp and hair anytime.

Hair Type: For all hair types

Benefits:

- Moisturize, balance, refresh, soothe, and exfoliate
- Detangler
- pH averages at 4.8 and helps return hair to a normal pH after cleansing and swimming.
- Color safe

Pro Tips: Mixes well with Balm, Vegan Balm, Style, Jelly, and Pomade to thin out their consistencies.

SUPERWATER

Moisturize, Balance, Protect, Prep, Refresh. Deceptively simple. It's just amazing-smelling water, right? After SUPERWATER soaks into hair and skin, making it feel so wonderfully soft and moisturized — that's when you know it's SUPER. SUPERWATER packs an impressive oomph, beginning with an abundance of floral waters of rose, chamomile, and sandalwood. Floral waters are distillates or hydrosols of essential oils, beneficially powerful yet gentle enough for fine hair and the most sensitive skins. Add to that, an extensive list of powerful antioxidants; the "queen of herbs" Holy Basil; anti-aging Vitamin C; even Lactobacillus Ferment with both natural microbial properties and potent moisturizing.

How to Use: Spray on damp hair after shampooing for weightless, balanced, shiny softness; or on dry hair when you want to refresh your style; or on scalp for a moisture boost.

Hair Type: For all hair types; especially fine hair; sensitive skin.

Benefits:

- Doubles as a hydrating prep spray before makeup and a setting spray after makeup.
- Great to finish a shave as well to calm and soothe skin.



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Styling

JELLY

Think of JELLY as Salt Spray reborn as a moisturizing, volumizing, weightless, botanical Pink Himalayan salt serum. Amplify your natural texture for curlier curls, bigger blow-outs, and beachy texture every day. And if that's not rare and precious enough, JELLY contains none of the petroleum-based polymers found in most curl and volume products.

How to Use: A little goes a long way. Start with a dime sized drop, you can always add more. Scrunch into damp hair at the roots for lift and through waves and curls. Air dry or diffuse for natural texture amplification, light bouncy waves, soft curls and volume. Even the straightest hair will find some natural texture with Jelly. Use on dry hair to refresh style without making hair greasy or dirty.

Hair Type: For all hair types

Benefits:

- Volume, Texture, Moisture, Hold
- Curls curlier
- Blow outs bigger
- Amplify natural texture
- Beach wave texture everyday
- Weightless and moisturizing.

Pro Tip: Jelly is THE hold product in the line, made to be mixed with any and all of the other products to create volume, texture, and curl control.

SET SPRAY

A workable hairspray for touchable hold. Leave the shellacked coiffs to the politicians and bridesmaids. With Malachite Extract, a powerful gemstone-derived antioxidant that enhances hair's radiance. SETSPRAY's distinctive tri-phase formulation requires shaking before applying and refilling to mix the ingredients.

How to Use: For wet styling: add control and polish in blow drying and diffusing for all hair types. Add to thick curly hair to blow out without adding more mass. Add to fine/medium hair for more controlled style, reducing frizz, and fly-aways, without making it tacky or tangled. For Dry styling: use as a traditional hairspray for fly-aways and locking style in. Setspray is workable hold, so the more you use, the stiffer it becomes. Ideal for lived in, movable hair. Air styling: pH balanced to reduce the damaging pH of water, SETSPRAY is great for air drying curls or waves without the crunch. We recommend adding Balm for thicker unruly hair types.

Pro Tip: Setspray includes heat protection in the formula.

STYLE

A forming lotion for air drying or diffusing. STYLE holds your hair in place just the way you want it, by holding your wave or curl pattern together as your hair dries. It's also a shaping lotion for blow drying when using a round brush or flat brush for smoother, blowouts and no frizz.

How to Use: For curly hair styling: Start with a dime size drop. Rub throughout palms and fingers. Scrunch through hair or press and pull through hair between palms. For Smoother styling: Rake through hair with fingers and brush through to ends before blow drying.

Hair Type: For most hair types and lengths.

Benefits:

- Must have for high-humidity conditions.
- Verstatile
- Smooth finish, anytime, anywhere
- Soft, shiny, frizz-free hair w/ less breakage.
- Protective coating via water soluble wax.

Pro Tip: For fine hair users who like more body on top, use from ears down to polish overall look.

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BALM

The go-to botanical synergies godsend for hair, skin, shave, the works. Loaded with organic ingredients and delivers a nutrient-rich, melt to the touch, moisturizing, softening, smoothing, soothing, exfoliating, calming, conditioning experience from the hair on your head to the tips of your toes.

How to Use: Work a little dab of balm through your hands like lotion, and then work your hands through wet or dry hair. Don't stop with your hair; your hands, arms, legs crave nutrient rich moisture too. Tattoos will be brighter. Dab some under your eyes to wake up your face. As a shave, pre-shave, or after shave. Apply a almond size amount to wet shaving area, and let hair soften for 2-3 minutes. Splash hot water on shaving area and rub another almond size amount to create a thin layer of wet, non-lathering, cream for good glide. After shaving, rinse, dry and apply balm for extra moisture, less razor burn, and irritation. As a beard butter/oil by massaging into beard and down into skin to soften whiskers and help keep shape of beard.

Made to Mix: Mix in your hands with other Cult+King favorites before applying. Mix with JELLY for more moisturizing curly hold. Cut with TONIK for a thinner cream. Add to STYLE for an extra moisturizing de-frizz. Mix with SETSPRAY for a lighter cream and heat protection leave-in.

MULTIVERSE

MULTIVERSE emerges at the interconnection of myriad hair product orbits. It's a curl cream, a casting gel, a texturizing paste, a water-soluble pomade, and a volume booster blow-dry cream ALL AT THE SAME TIME. It acts like a gel on wet hair, like a defining paste on dry hair, and holds your curl pattern during diffusing. All with no alcohol, no silicone, and no build-up. One jar. Multiple dimensions. Engage.

How to Use: Apply a nickel-size amount to wet or dry hair. Add more, if needed. Air dry, blow dry, or diffuse. For curl casting, add a generous amount to coat from roots to ends.

Benefits:

- Use on wet styling where it works like a gel or dry styling where it works like a paste.
- Use after drying, apply a small amount to create separation and piece-iness.
- Mix with JELLY for a root booster and big volume blow outs. It's a bit grippy though so best for roots only.
- Layer with SETSPRAY for added heat protection.

VEGAN BALM

Start with a small amount, working it into wet or dry hair to define shape and accentuate texture, curls, and waves, while taming frizz and smoothing ends. Pre-style before blow-drying or air-drying. Smooth some on your face, neck, or beard while you're at it. VEGAN BALM's liquid crystal emulsion delivers deep moisture without greasiness. | Vegan. Alcohol-free. For all hair types and lengths.

How to Use: Start with a dime-sized dab, working it into wet or dry hair to define shape and accentuate texture, curls, frizz, and smoothing ends. You can always add more.

Benefits:

- All the same multi-uses as BALM, but without the beeswax.
- Made to Mix just like BALM.
- Beard, Shave, Exfoliate, Eye and Face cream too.

Pro Tip: For hair that is too puffy, too clean looking right after you wash, you can add a little bit of VEGAN BALM to your hair for that instant 2nd day hair look on day 1.

