



CURVE-O[®]
changing the way of cutting hair

Ludovic Beckers

made in Belgium, the signature look

Eyes to the future, windows to the world: from the Flemish part of Belgium, Ludovic Beckers took off to absorb all cultures and styles of the globe like a sponge. An international career as hairdressing educator took him from New York to Bangkok, from Berlin to Rome, from Geneva to Buenos Aires.

His interactive shows are guaranteed to inspire the crowd and meanwhile, over 100 awards are under his belt. Ludovic has also created collections for Redken International and Curve-O.





Luc Clerx

the artist at work

All fine things stem from passion. Passion for science, for the arts, for whatever. Luc Clerx is determined to lift the craft of hairdressing to a higher level out of passion for 'The Detail'. Sometimes it's incredibly elusive; sometimes it's right there for the taking, but always fascinating. The detail in all its simple, yet so 'generous perfection', is combined with discipline, with respect for the old masters and materials. 'Humility as a well from which creativity in its purest form can spring', as he calls it. "In the end, it's not about me, but about creating an enticing story, together with passionate people who, each in their own field and inspiration, are able to work across and beyond borders and boundaries."

John Petitjean

marketing with love

As a dedicated person and a friend of many years, John Petitjean was attracted to lead the Curve-O team in marketing. He has more than 20 years of experience in the business and his marketing agency Doublegum is located in the center of Sint-Truiden, birthplace of Curve-O. His love for the profession and his strong belief in the Curve-O products ensure the brand's worldwide reputation. Eager and passionate as John is, he wants to lift Curve-O to unprecedented heights. It is his calling to make Curve-O known worldwide.

With John, Curve-O will start a completely new story in 2018 and for the first time untrodden paths will be followed: the product range expanded, business processes are optimized and new markets will be conquered far beyond the Belgian borders.





Curve-onauts

join our family

As professionals, our Curve-Onauts know from practical experience what added value Curve-O offers them. They all resolutely choose quality in their profession and therefore use Curve-O tools daily in their salon. They are proud of their work and understand that the Curve-O tools support them like nothing else in creating fashionable hairstyles.

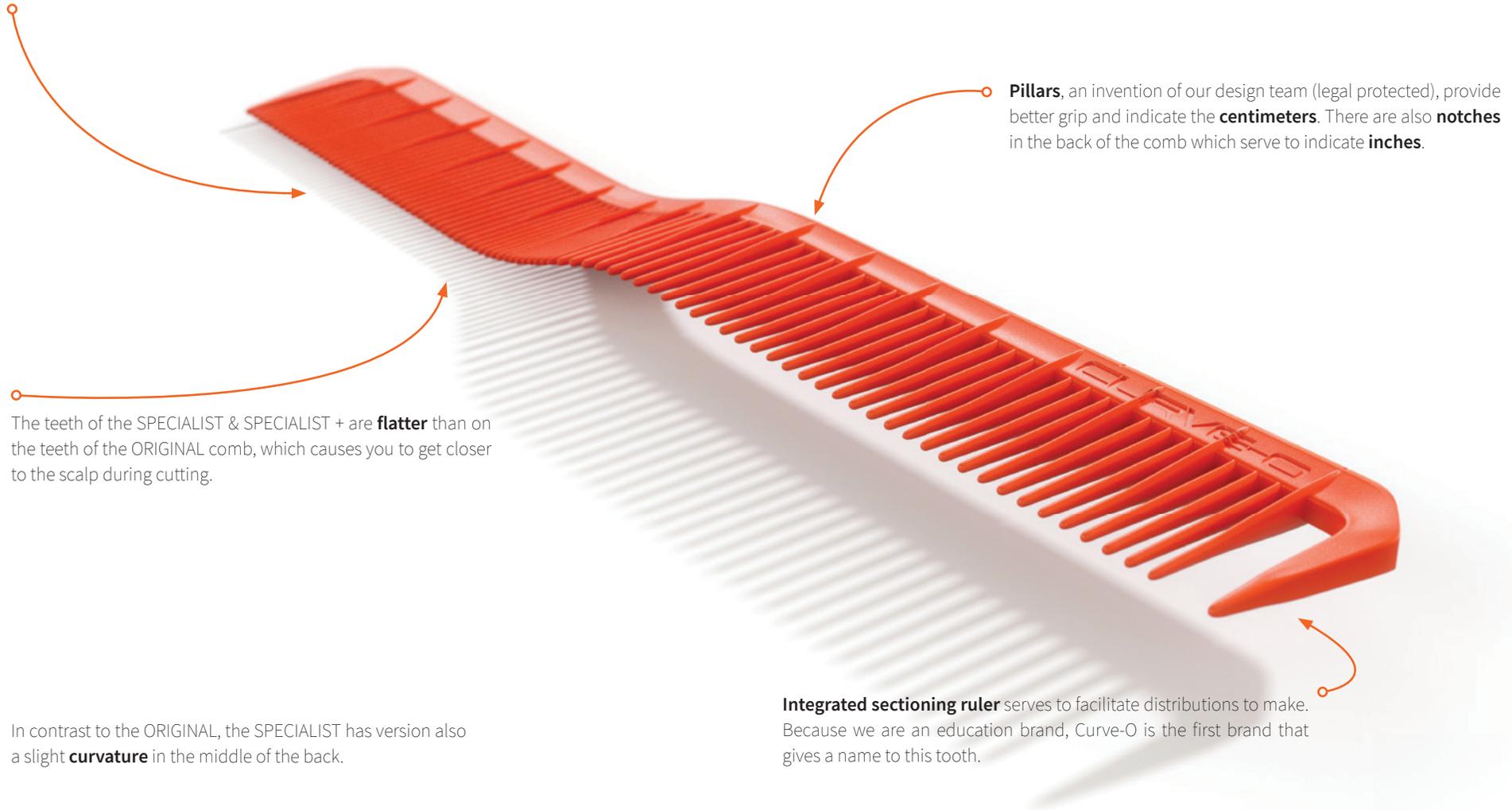
Furthermore, they are convinced that other hairdressers would also benefit from the Curve-O tools and they make it their mission to inform students and colleagues about this, in their own business and on social media. As ambassador and friend of Curve-O, they also enjoy some well-earned benefits.

Do you think you can become a Curve-Onaut as a professional hairdresser?
Then contact us via info@curve-o.be

Discover some of our Curve-Onauts via the site: <https://www.curve-o.be/curve-onauts/>

Advanced cutting comb specifications

The side with fine teeth is less long. This means that the SPECIALIST is **asymmetrical**. The reason for this: we want to help prevent the hairdresser to take wide separations. PAY ATTENTION! The Specialist + has two equal sides because the comb is also larger and it makes less sense there.



The teeth of the SPECIALIST & SPECIALIST + are **flatter** than on the teeth of the ORIGINAL comb, which causes you to get closer to the scalp during cutting.

Pillars, an invention of our design team (legal protected), provide better grip and indicate the **centimeters**. There are also **notches** in the back of the comb which serve to indicate **inches**.

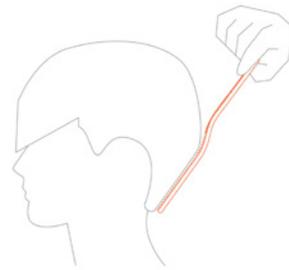
Integrated sectioning ruler serves to facilitate distributions to make. Because we are an education brand, Curve-O is the first brand that gives a name to this tooth.

In contrast to the ORIGINAL, the SPECIALIST has version also a slight **curvature** in the middle of the back.

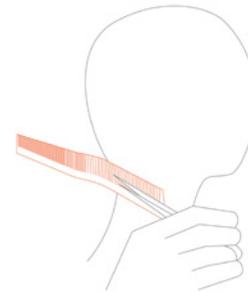


Why use our cutting combs?

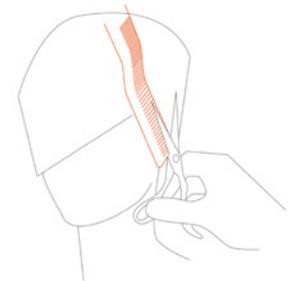
Passion for perfection, brilliance through simplicity: the Curve-O Advanced Cutting Comb – designed by Ludovic Beckers – boasts nothing less than groundbreaking innovation in the world of professional hairdressing. Contrary to the traditional straight cutting comb, the Curve-O Advanced Cutting Comb aligns itself with the natural shape of the human cranium. Immediately, relief can be felt in wrist friction, elbows and shoulders while combing and lifting the hair. In addition, one can work much more efficiently around the ears and in the neck area. In short, this is undoubtedly the comb many a professional has been waiting for!



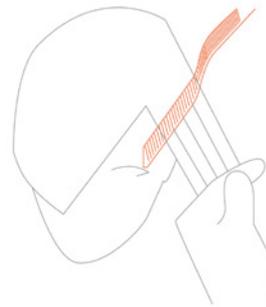
Increased ergonomics



Improved scissor over comb technique



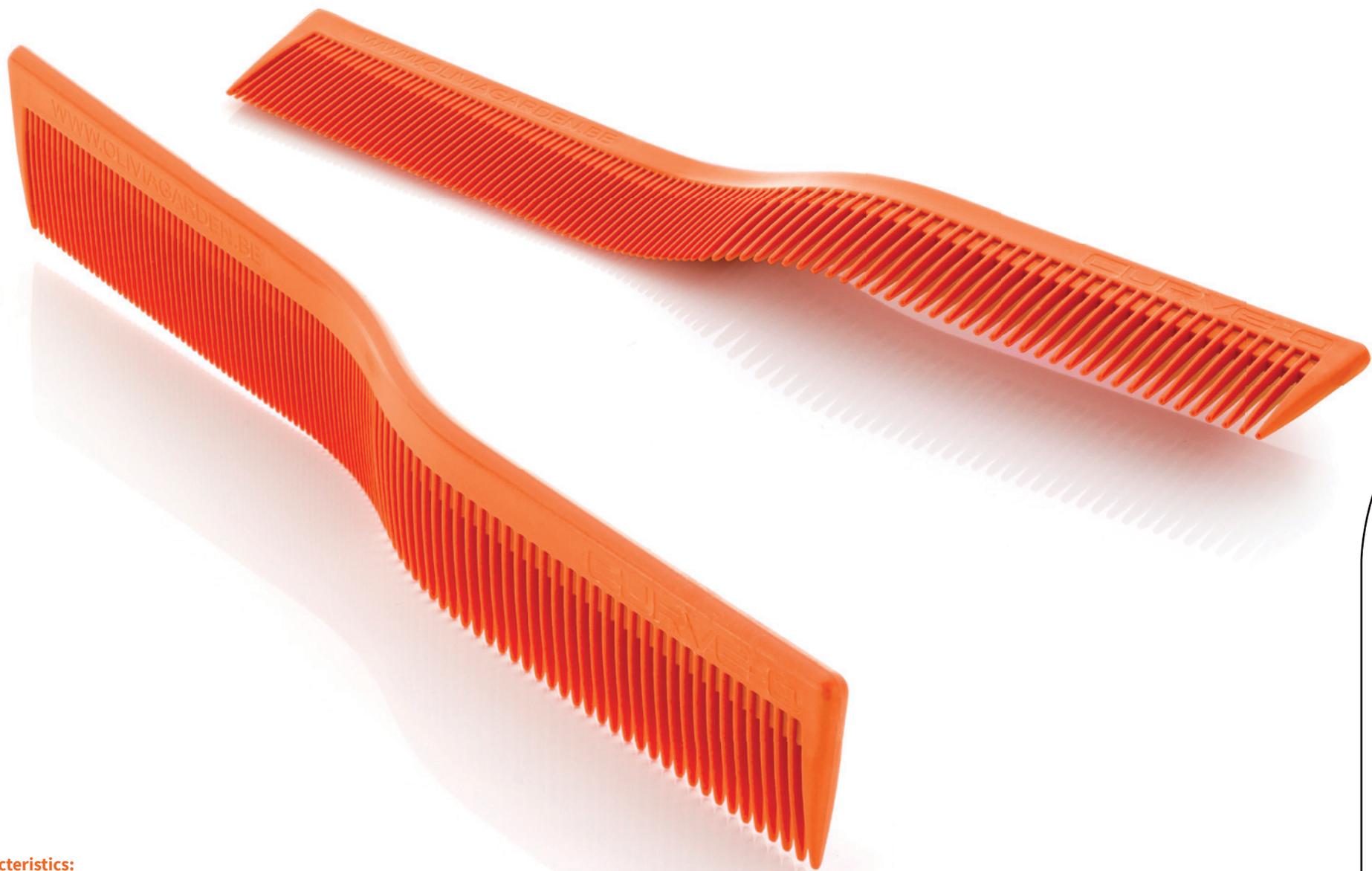
Better grip and control round the shape of the head



Improved access to cutting zones



Reduced wrist and elbow tension



Characteristics:

Weight: 0.02 kg

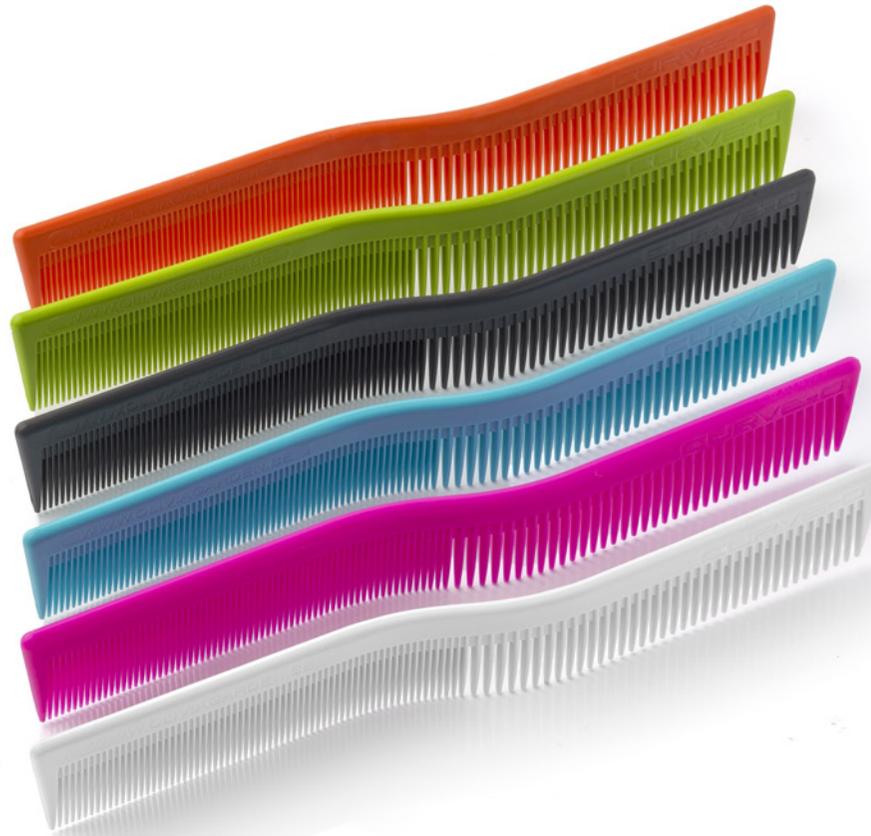
Dimensions: 20.7 × 0.3 × 4 cm



advanced cutting comb type 1
The Original

Contrary to the traditional straight cutting comb, **The Original** Curve-O Advanced Cutting Comb aligns itself with the natural shape of the human cranium. Immediately, relief can be felt in wrist friction, elbows and shoulders while combing and lifting the hair. In addition, one can work much more efficiently around the ears and in the neck area.

In short, this is undoubtedly the comb many professional has been waiting for!





Characteristics:

Weight: 0.02 kg

Dimensions specialist: 18 × 0.3 × 2.5 cm

Dimensions specialist plus: 20.7 × 0.3 × 4 cm

Left-handed comb, Right-handed comb



advanced cutting comb type 2

The Specialist & Specialist plus

The Curve-O Advanced Cutting Comb **The Original** – designed by Ludovic Beckers – boasts nothing less than groundbreaking innovation in the world of professional hairdressing. Sold internationally to more than 240.000 users.

Now Curve-O designed an even more advanced comb, **The Specialist!**

A smaller, lighter, thinner, elegant design with better grip, a shifted curve, integrated ruler, 5 mm gap, new texture finish, more precision...

Available in left -and right handed version and in a big range of colours.





Characteristics:

Weight: 0.02 kg

Dimensions: 20.7 × 0.3 × 4 cm

Left-handed comb, right-handed comb



advanced cutting comb type 3

The Academy

Curve-O is an education brand.

Through experience from worldwide education we created a curve in the centre of the comb. This allows us to work easier around the shape of the head. Once you start working with this comb, it feels more comfortable and as a natural extension of your hand.

The material used for the ACADEMY-series is Flexible Memory POM. A heat resistant and anti-static material. **The Academy** series is only available in the color 'NEW BLCK'



Scissors

The Series

5.8 inch

Reduced to the very essence: the all-round **The Series** has evolved into a rational design in which material and ergonomics converge. Just like the Curve-O Advanced Cutting Comb, it is aimed at an innovative approach of hair cutting techniques. The quality of **The Series** and the ergonomic design form an organic base that allows the focus to be on the hairdresser and not the other way around.

The Series is a tribute to the Bauhaus philosophy. We developed a product that focuses on innovative design, perfect shape, high quality and on top of that a reasonable price.



Characteristics:

- Triple off-set design
- Aesthetic matte handle
- Kiseki steel alloy
- Disc operation technology
- Made in Japan
- Size 5.8'



Scissors

The Specialist

5.5 inch & 6.8 inch

Unrivalled and unsurpassed, that's how we describe **The Specialist** series. Specifically designed for ultimate smoothness while cutting hair, thanks to sophisticated technology and design. We guarantee the ultimate sharpness and durability of the unique 'Flower Blades' design by using the best steel alloy V10. **The Specialist** series is developed for specialists in haircutting and designed for 'precision' cutting techniques.



Characteristics:

- Triple off-set design
- Matte handle for better aesthetics
- V10 steel alloy
- Disc operation technology
- Flower Blade Design (inside curved)
- Size 5.5' & 6.8'

Scissors

The Academy

5.8 inch

Matte black, made for education. We offer the essence of creative cutting techniques and the ergonomics of CURVE-O scissors also to the young and talented. Especially designed for trainee hairdressers, **The Academy** 5.8 inch is the perfect prelude to **The Series** scissors.



Characteristics:

- Triple off-set design
- Matte black handle
- Disc operation technology
- Manufactured by Curve-O
- Left and right handed available



Scissors

The Academy

6.8 inch

Curve-O introduces The Academy 6.8, the successor of the 5.8.

This scissors is unique because of its matt black coating and sublime elaborate ergonomics.

The V10 steel meets the strictest standards.

Curve-O is an education brand and this is also the reason why **The Academy** series was created.

The aim is to offer students and starting hairdressers the right scissors for a feasible price.

The Academy series is a must have for your team!



Characteristics:

Triple off-set design

Matte black handle

Disc operation technology



Care



Wet to Dry



Session





The Brush

The Brushes ergonomic designed

Session: for long hair & editorial styling.

Wet to Dry: made for detangling and styling.

Care: designed specific for hair extensions and afro-textured hair.

Gives shine and smoothness, protects split ends & made for dry unruly hair.





SYSTEM
PROFESSION

ASTIAN

NIC

Become a partner

It is our mission to SUPPORT as many hairdressers as possible.

And we do that by marketing high-quality hairdressing tools that prove themselves.

The design and material choices of Curve-O tools offer numerous ergonomic advantages that make it less stressful for professional hairdressers to be able to offer TOP work every day.

In addition, we also help through EDUCATION.

Schools, students and starting hairdressers need a solid education and quality tools to always get the best out of themselves.

Are you a professional hairdresser? Do you provide training yourself?

Or do you want to sell our Curve-O tools to your customers as a wholesaler?

It is possible!

Contact us via: https://www.curve-o.be/join_the_curve-o_brand/ and receive at least a 50% discount on every next order.

We at Curve-O are in favour of win-win situations.

Let's go next level together!





CURVE-O experience

Curve-O worldwide

We experience every day that Curve-O is loved all over the world and we are very grateful to our fans for that.

Our Curve-Onauts are also welcome stage educators during the very large trade fairs. You can find them from Brussels (Redken Rage), to Düsseldorf (Top Hair) and Paris (Tribute Show). But we were also on stage in Copenhagen, Milan, Paris, London and Las Vegas to prove the added value that Curve-O tools offer.

Follow us on social media and be proud of the community that you are part of today:

 <https://www.facebook.com/curveoacademy/>

 https://www.instagram.com/curve_o/

 <https://www.pinterest.com/curveo/>

This brochure in other languages

On this page you can find this brochure in other languages.

<https://www.curve-o.be/press>

CURVE-O®

Curve-O is a **Belgian** company for and by hairdressers.
Worldwide we offer **professional tools and education**.
We focus on **helping** wholesalers, hairdressers, schools and training institutions.
Our **innovative products** change the way of cutting hair.



Curve-O BVBA

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