

AMERICAN CREW

Official Supplier to Men®

A STYLIST'S PERSPECTIVE ON: TEXTURE CREME



Tips from American Crew Educator Patrick Butler, National All-Star

“For clients who are not used to using any product at all, Texture Creme is a great introduction. It can enhance their style without feeling rigid or having a heavy product feel.”

Tips from Patrick:

- Apply a dime to nickel sized amount to towel dried hair. Make sure product is worked through hair from scalp to ends. After applying product, push or comb hair into style of choice and let air dry.
- Blow drying is acceptable, depending on style of choice.
- Texture Creme is meant to provide hold that gives control to the hair, rather than a stiff hold.
- Texture Creme can be used in shorter lengths that do not require a high degree of product for hold and is excellent for longer lengths to provide control and definition, while reducing fuzzy or fly-away hair.

