



2025
PRODUCT BROCHURE



Cantu is the No. 1 textured haircare brand in the UK with multiple award-winning products.

Specifically developed to cater for the needs of wavy, curly and coily hair types, our collections have been formulated with ultra-moisturising and high-quality ingredients for all textured hair.

Whether your style is braids or locks, an 'au natural' fro or sleek and straight, Cantu will empower you to experiment and create your desired look everyday!

CARE FOR ALL CURLS

RECOMMENDED RANGES FOR EACH HAIR TYPE

		HAIRCARE		SCALP CARE		
						
		SHEA BUTTER	AVOCADO	WEIGHTLESS	GUAVA	ACCESSORIES
	TYPE 4 COILS NEEDS RICH MOISTURE	✓	✓		✓	✓
	TYPE 3 CURLS NEEDS LIGHT HYDRATION	✓	✓	✓	✓	✓
	TYPE 2 WAVES NEEDS EXTRA LIGHT HYDRATION		✓	✓	✓	✓

NEW!

cantu
WEIGHTLESS

WEIGHTLESS COLLECTION

Discover frizz-free, defined waves and curls with the new Cantu Weightless range. Lightweight formula specially formulated for wavy and curly hair. Contains Blue Agave for moisturising & smoothing benefits.

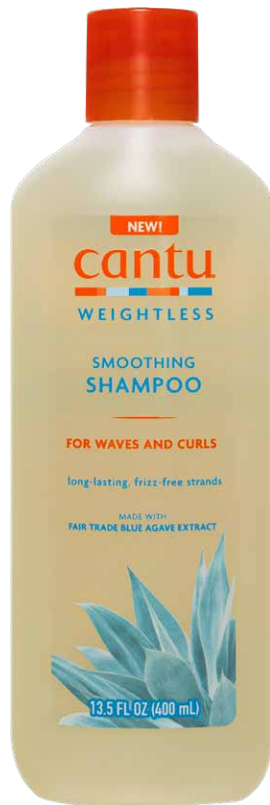
TRANSFORMING WAVES AND CURLS



BEFORE & AFTER

BEFORE & AFTER





SMOOTHING
SHAMPOO 400ml
08395-B02EUS



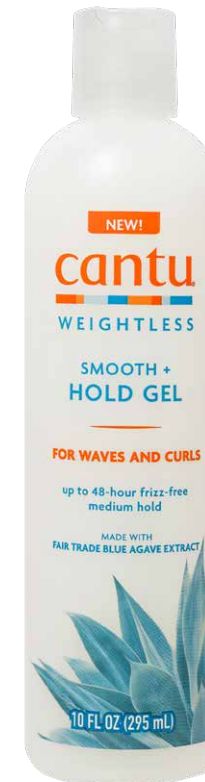
SMOOTHING
CONDITIONER 400ml
08396-B02EUS



15+ BENEFITS DAILY
LEAVE-IN 236ml
08386-L01EUS



SMOOTH + CURL
CREAM 295ml
08399-L02EUS



SMOOTH & HOLD
GEL 295ml
08437-L02EUS



PROTECT + SHINE
GLOSS 100ml
08435-L03EUS



**TYPE 3
CURLS**
NEEDS **LIGHT**
HYDRATION



**TYPE 2
WAVES**
NEEDS
EXTRA LIGHT
HYDRATION


cantu®

S H E A B U T T E R

SHEA BUTTER NATURAL HAIR COLLECTION

A paraben-free range formulated with 100% pure fairtrade Shea Butter to gently cleanse, condition and style natural textured hair. Embrace your wavy, curly or coily hair with Cantu.



**TYPE 4
COILS**
NEEDS RICH
MOISTURE



**TYPE 3
CURLS**
NEEDS LIGHT
HYDRATION





CLEANSING CREAM
SHAMPOO 400ml
07531-12/3NEUS



HYDRATING CREAM
CONDITIONER 400ml
07532-12/3NEUS



MOISTURIZING CURL
ACTIVATOR CREAM 355ml
07000-12/3NEUS



COCONUT
CURLING CREAM 340g
07003-12/3NEUS



LEAVE-IN CONDITIONING
REPAIR CREAM 453g
01120-12/3NEUS



CLEANSING CREAM
SHAMPOO SALON SIZE 709g
07906-12/3NEUS



HYDRATING CREAM CONDITIONER
SALON SIZE 709ml
07907-12/3NEUS



COCONUT CURLING
CREAM SALON SIZE 709g
07908-12/3NEUS



LEAVE-IN CONDITIONING REPAIR CREAM
SALON SIZE 709g
00068-6NEUS

**NEW &
IMPROVED
MOISTURISING
FORMULA!**



WAVE WHIP CURLING
MOUSSE 248ml
07570-12/3NEUS



COMEBACK CURL NEXT DAY
CURL REVITALIZER 355ml
07565-12/3NEUS



CREAMY HAIR
LOTION 355ml
07001-12/3NEUS



LEAVE-IN CONDITIONING
CREAM 340g
07013-12/3NEUS



DEFINE & SHINE
CUSTARD 340g
07012-12/3NEUS



DEEP TREATMENT
HAIR MASQUE 340g
07004-12/3NEUS



MOISTURIZING TWIST &
LOCK GEL 370g
07005-12/3NEUS



COIL CALM
DETANGLER 237ml
07534-12/3NEUS



COCONUT OIL SHINE
& HOLD MIST 237ml
07006-12/3NEUS



EXTRA HOLD EDGE
STAY GEL 64g
07569-12/4NEUS



DEEP TREATMENT
HAIR MASQUE 55g
07632-24/6NEUS

SHEA BUTTER CLASSIC COLLECTION

Powerful, conditioning formulations to moisturise, repair, soften & define natural or chemically treated hair.



**TYPE 4
COILS**
NEEDS RICH
MOISTURE



**TYPE 3
CURLS**
NEEDS LIGHT
HYDRATION



DAILY OIL
MOISTURIZER 384ml
00006-12/3NEUS



TEA TREE & JOJOBA
HAIR & SCALP OIL
180ml
00008-12/3NEUS



THERMAL SHIELD
HEAT PROTECTANT
151ml
07558-12/3NEUS



LEAVE-IN CONDITIONING
MIST 237ml
07620-12/3NEUS



GROW STRONG
STRENGTHENING
TREATMENT 173g
00004-12/3NEUS



cantu®



SHEA BUTTER

Our formulations are being upgraded with organic Shea Butter & Vitamin B Complex.

PROUD MEMBER OF GLOBAL SHEA ALLIANCE

- Promotes sustainability
- Quality standards
- Shea demand

Aiming to improve the livelihood of African women and communities



cantu[®]

AVOCADO

AVOCADO COLLECTION

Our hydrating range is formulated with Avocado Oil and Shea Butter to gently cleanse, condition and style textured hair without weighing it down.



TYPE 4 COILS

NEEDS RICH
MOISTURE



TYPE 3 CURLS

NEEDS LIGHT
HYDRATION



TYPE 2 WAVES

NEEDS
EXTRA LIGHT
HYDRATION





HYDRATING SHAMPOO
400ml
07987-12/3NEUS



HYDRATING CONDITIONER
400ml
07988-12/3NEUS



HYDRATING CURL
ACTIVATOR 355ml
07991-12/3NEUS



HYDRATING MOUSSE
248ml
08239-12/3NEUS



HYDRATING LEAVE-IN
REPAIR CREAM 340g
07989-12/3NEUS



HYDRATING CURLING
CREAM 340g
07990-12/3NEUS



cantu®



GUAVA

GUAVA COLLECTION

A scalp care range specially formulated with Guava and Ginger extracts to deeply cleanse, soothe & nourish your scalp, whilst strengthening your strands.



**TYPE 4
COILS**
NEEDS RICH
MOISTURE



**TYPE 3
CURLS**
NEEDS LIGHT
HYDRATION



**TYPE 2
WAVES**
NEEDS
EXTRA LIGHT
HYDRATION

STEP 1 EXFOLIATE
cantu GUAVA SCALP EXFOLIATING PRE-CLEANSE TREATMENT
FOR NATURAL CURLS, COILS & WAVES
exfoliates & stimulates scalp
with Guava, Ginger, Turmeric, Apple Cider Vinegar & Tea Tree
6 FL. OZ (180 mL)

STEP 2 CLEANSE
cantu GUAVA SCALP RELIEF SHAMPOO
NEW LOOK!
FOR NATURAL CURLS, COILS & WAVES
deeply cleanses & soothes
with Guava, Ginger, ACV, Tea Tree & Menthol
+3% Salicylic Acid for Dandruff Relief
NO SULFATES, SODIUM LAURYL SULFATE, PARABENS
13.5 FL. OZ (400 mL)

STEP 3 CONDITION
cantu GUAVA SCALP RELIEF CONDITIONER
NEW!
FOR NATURAL CURLS, COILS & WAVES
moisturizes scalp & hair
with Guava, Ginger, Apple Cider Vinegar & Tea Tree
NO SULFATES, SODIUM LAURYL SULFATE, PARABENS
13.5 FL. OZ (400 mL)

STEP 4 NOURISH
cantu GUAVA SCALP NOURISHING TREATMENT SERUM
NEW LOOK!
FOR NATURAL CURLS, COILS & WAVES
nourishes & soothes
with Guava, Ginger, Castor Oil & Tea Tree Oil
NO ALCOHOL, GRASSY FLAVORS
6 FL. OZ (180 mL)

STEP 5 STYLE
cantu GUAVA STYLE & STRENGTHEN CREAM GEL
NEW!
defines curls & strengthens strands
with Castor Oil, Shea Butter, E & Quinoa
NO ALCOHOL, GRASSY FLAVORS

EXFOLIATING PRE-CLEANSE TREATMENT 180ml
08241-12/3NEUS

SHAMPOO 400ml
08240-12/3NEUS

CONDITIONER 400ml
08351-12/3NEUS

TREATMENT SERUM 118ml
08244-12/3NEUS

CREAM GEL 340g
08353-12/3NEUS



ROSEMARY & MINT PLUS BIOTIN SCALP & HAIR OIL

Our vegan friendly Biotin-Infused Hair & Scalp Oil contains Rosemary, Mint and Tea Tree oil to nourish the scalp and strengthen hair strands.

With 99% natural ingredients, it helps promote healthy hair growth.



BIOTIN-INFUSED HAIR &
SCALP OIL 59ml
08236-12/3NEUSF1



BIOTIN-INFUSED HAIR &
SCALP OIL 95ml
08385-12/3NEUS1





ACCESSORIES COLLECTION

A range of accessories exclusively created to detangle, style and protect all curl types.

Featuring a new, unique look co-created with US-based illustrator Melissa Koby.



**TYPE 4
COILS**
NEEDS RICH
MOISTURE



**TYPE 3
CURLS**
NEEDS LIGHT
HYDRATION



**TYPE 2
WAVES**
NEEDS
EXTRA LIGHT
HYDRATION



Detangle



STURDY
DETANGLE COMB
07893-36/3NEU

DETANGLE STURDY
WASH DAY BRUSH
07955-36/3NEU

NARROW DEFINE
DETANGLING BRUSH
08071-36/3NEU

FLEXIBLE
DETANGLE BRUSH
08440-36/3NEU

Perfect



STURDY DOUBLE
LIFT PICK
07892-36/3NEU

EDGES BABY HAIR
STYLER
07936-36/3NEU

Style and smooth



STYLE CARBON
FIBRE COMBS
07894-36/3NEU

STYLE PART &
TWIST SET
07948-36/3NEU

SMOOTH THICK HAIR
PADDLE BRUSH
07883-36/3NEU

SMOOTH THICK
HAIR STYLER
07888-36/3NEU

UPDO NATURAL
BRISTLE BRUSH
07935-36/3NEU

CURL SCULPTOR
08491-36/3NEU

CURL DEFINER
08497-36/3NEU

Protect



SATIN BONNET CLASSIC
07962-36/3NEU



SATIN SLEEP TIE BONNET
08073-36/3NEU



SATIN CAP CLASSIC
07944-36/3UK

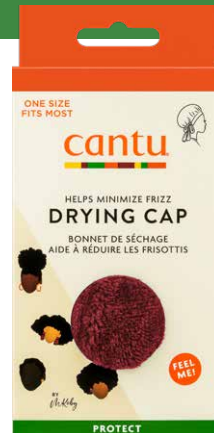


BRAID BONNET CLASSIC
07951-36/3NEU

Protect



SATIN LINED SHOWER CAP
07960-36/3NEU



MICROFIBER DRYING CAP
08075-36/3NEU

Treatment



CONDITIONING CAPS
07933-36/3NEU





cantu[®]
FOR KIDS

KIDS COLLECTION

Our best-selling products made kid-friendly!

The Care for Kids range is a complete regime for children aged 3-11 with delicate textured hair.

Formulated with nourishing Shea Butter, Coconut Oil & Honey.



**TYPE 4
COILS**
NEEDS **RICH**
MOISTURE



**TYPE 3
CURLS**
NEEDS **LIGHT**
HYDRATION



**TYPE 2
WAVES**
NEEDS
EXTRA LIGHT
HYDRATION



KIDS TEARS-FREE
NOURISHING
SHAMPOO 237ml
07546-12/3NEUS



KIDS NOURISHING
CONDITIONER 237ml
07547-12/3NEUS



KIDS CURLING
CREAM 227g
07543-12/3NEUS



KIDS CONDITIONING
DETANGLER 177ml
07544-12/3NEUS

cantu[®]
FOR KIDS

ACCESSORIES COLLECTION

Style and smooth for kids



ULTRA GLIDE
DETANGLING COMB
08281-36/3NEUS



ULTRA GLIDE
DETANGLING BRUSH
08279-36/3NEUS



KIDS TIE HEADBAND
08348-36/3NEU







STAY IN TOUCH

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