



cantu.[®]



2026
PRODUCT BROCHURE

CARE FOR ALL CURLS

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 curls, an 'au natural' fro or sleek and straight, Cantu will empower you to experiment and create your desired look everyday!



RECOMMENDED RANGES FOR EACH HAIR TYPE

HAIRCARE

NEW IN

SCALP CARE

	 ULTRA MOISTURE	 SHEA BUTTER	 AVOCADO	 WEIGHTLESS	 GUAVA	 ACCESSORIES
 TYPE 4 COILS NEEDS RICH MOISTURE AND HYDRATION	✓	✓	✓	✗	✓	✓
 TYPE 3 CURLS NEEDS MODERATE MOISTURE AND HYDRATION	✗	✓	✓	✓	✓	✓
 TYPE 2 WAVES NEEDS LIGHT MOISTURE AND HYDRATION	✗	✗	✗	✓	✓	✓



**TYPE 4
COILS**
NEEDS **RICH**
MOISTURE AND
HYDRATION



**TYPE 3
CURLS**
NEEDS **MODERATE**
MOISTURE AND
HYDRATION



**TYPE 2
WAVES**
NEEDS **LIGHT**
MOISTURE AND
HYDRATION

NEW IN!

cantu


ULTRA MOISTURE

ULTRA MOISTURE COLLECTION

A deeply nourishing collection to restore dry, damaged coils and curls. Blended with Batana Oil and Jamaican Black Castor Oil for long-lasting moisture up to 5 days.
 For softer, healthier hair.

TRANSFORMING CURLS AND COILS



BEFORE

AFTER

BEFORE

AFTER





NOURISHING SHAMPOO 355ML
08523-12/3AEUS



NOURISHING LEAVE-IN 236ML
08525-12/3AEUS



NOURISHING CURL CRM 295G
08526-12/3AEUS



NOURISHING MASK 295G
08524-12/3AEUS



NOURISHING HAIR OIL 95ML
08534-12/3NEU

cantu®



SHEA BUTTER

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 AND
HYDRATION



TYPE 3 CURLS

NEEDS MODERATE
MOISTURE AND
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



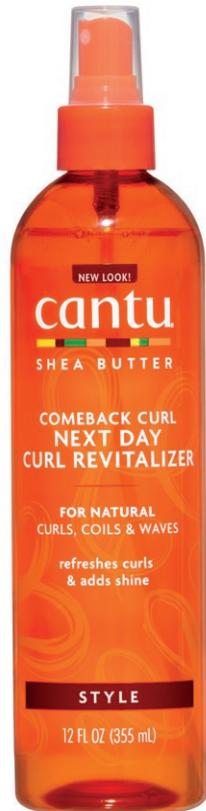
COCONUT CURLING CREAM SALON SIZE 709g
07908-12/3NEUS



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



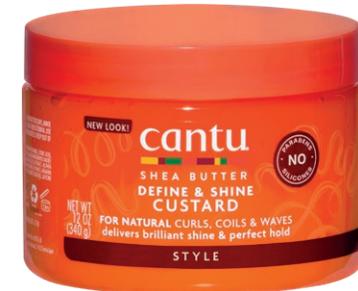
WAVE WHIP CURLING MOUSSE 248ml
07570-12/3NEUS



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



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



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



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



TWIST, LOC AND CURL 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 AND
HYDRATION



**TYPE 3
CURLS**
NEEDS **MODERATE**
MOISTURE AND
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



PROUD MEMBER OF GLOBAL SHEA ALLIANCE

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

The Global Shea Alliance promotes:

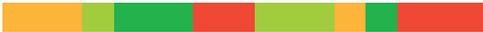
- Industry sustainability
- Quality practices and standards
- Demand for shea in food and cosmetics

**Aiming to improve the livelihood
of African women and communities**

**Global
Shea
Alliance**



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 AND
HYDRATION



**TYPE 3
CURLS**

NEEDS **MODERATE**
MOISTURE AND
HYDRATION



**TYPE 2
WAVES**

NEEDS **LIGHT**
MOISTURE AND
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[®]



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.

**BYE BYE FRIZZ,
HELLO DEFINED WAVES & CURLS.**



BEFORE



AFTER



BEFORE



AFTER



STEP 1 CLEANSE

SMOOTHING SHAMPOO 400ml
08395-B02EUS



STEP 2 CONDITION

SMOOTHING CONDITIONER 400ml
08396-B02EUS



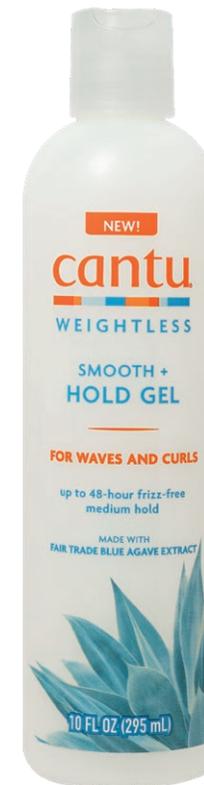
STEP 3 TREATMENT

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



STEP 4 STYLE / DEFINE

SMOOTH + CURL CREAM 295ml
08399-L02EUS



STEP 5 STYLE / DEFINE

SMOOTH + HOLD GEL 295ml
08437-L02EUS



STEP 6 SHINE

PROTECT + SHINE GLOSS 100ml
08435-L03EUS



TYPE 3 CURLS

NEEDS MODERATE MOISTURE AND HYDRATION



TYPE 2 WAVES

NEEDS LIGHT MOISTURE AND HYDRATION

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. A burst of freshness with every use.



**TYPE 4
COILS**

NEEDS **RICH**
MOISTURE AND
HYDRATION



**TYPE 3
CURLS**

NEEDS **MODERATE**
MOISTURE AND
HYDRATION



**TYPE 2
WAVES**

NEEDS **LIGHT**
MOISTURE AND
HYDRATION





STEP 1 EXFOLIATE

EXFOLIATING PRE-CLEANSE TREATMENT 117ml
08241-12/3NEUS



STEP 2 CLEANSE

SHAMPOO 400ml
08240-12/3NEUS



STEP 3 CONDITION

CONDITIONER 400ml
08351-12/3NEUS



STEP 4 NOURISH

TREATMENT SERUM 118ml
08244-12/3NEUS



STEP 5 STYLE / DEFINE

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





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 AND HYDRATION

TYPE 3 CURLS
NEEDS MODERATE MOISTURE AND HYDRATION

TYPE 2 WAVES
NEEDS LIGHT MOISTURE AND 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

STYLE & SMOOTH

cantu FOR KIDS

ACCESSORIES COLLECTION



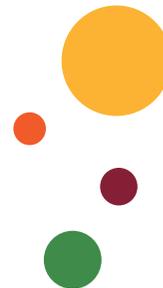
ULTRA GLIDE
DETANGLING COMB
08281-36/3NEUS



ULTRA GLIDE
DETANGLING BRUSH
08279-36/3NEUS



KIDS TIE HEADBAND
08348-36/3NEU





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FOR MEN

MEN'S COLLECTION

Curated for men with coils, curls & waves.
Specifically formulated to effectively cleanse,
deeply moisturise, and style hair. A nourishing blend
of Caffeine and Shea Butter.



**TYPE 4
COILS**

NEEDS **RICH**
MOISTURE AND
HYDRATION



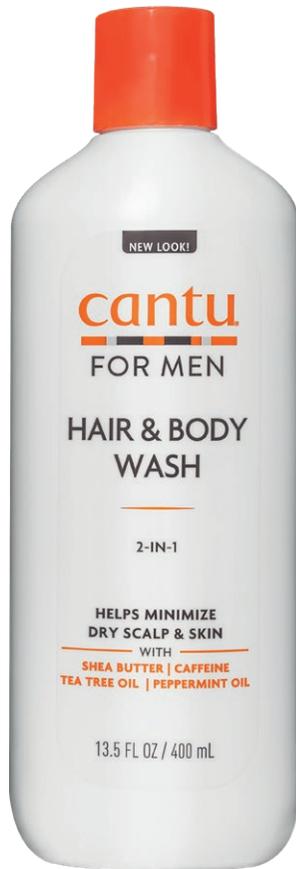
**TYPE 3
CURLS**

NEEDS **MODERATE**
MOISTURE AND
HYDRATION



**TYPE 2
WAVES**

NEEDS **LIGHT**
MOISTURE AND
HYDRATION



2 IN 1 HAIR &
BODY WASH 400ML
07676-12/3NEUS



LEAVE-IN
CONDITIONER 368G
07677-12/3NEUS



STYLING CREAM
POMADE 227G
07678-12/3NEUS



HAIR & BEARD
OIL 100ML
07690-12/3NEUS



cantu®

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 AND
HYDRATION



TYPE 3 CURLS

NEEDS **MODERATE**
MOISTURE AND
HYDRATION



TYPE 2 WAVES

NEEDS **LIGHT**
MOISTURE AND
HYDRATION



DETANGLE



**BEST
SELLER**

STURDY
DETANGLE COMB
07893-36/3NEU



DETANGLE STURDY
WASH DAY BRUSH
07955-36/3NEU



**BEST
SELLER**

FLEXIBLE
DETANGLE BRUSH
08440-36/3NEU



NARROW DEFINE
DETANGLING BRUSH
08071-36/3NEU

FINISHING TOUCH



STURDY DOUBLE
LIFT PICK
07892-36/3NEU



EDGES BABY HAIR
STYLER
07936-36/3NEU

STYLE AND SMOOTH



**BEST
SELLER**

UPDO NATURAL
BRISTLE BRUSH
07935-36/3NEU



SMOOTH THICK HAIR
PADDLE BRUSH
07883-36/3NEU



SMOOTH THICK
HAIR STYLER
07888-36/3NEU



NEW

CURL DEFINER
08497-36/3NEU



STYLE PART &
TWIST SET
07948-36/3NEU

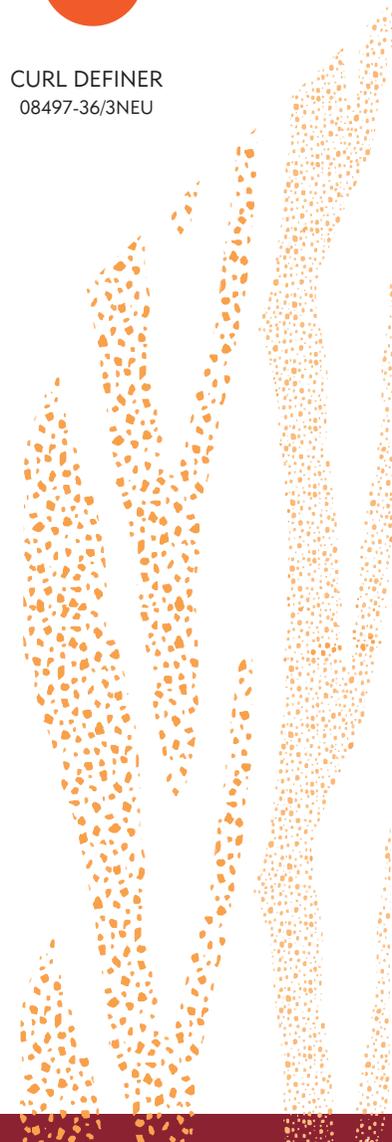


STYLE CARBON
FIBRE COMBS
07894-36/3NEU



NEW

CURL SCULPTOR
08491-36/3NEU



PROTECT



SATIN BONNET
07962-36/3NEU



SATIN TIE BONNET
08073-36/3NEU



EXTRA LONG BRAID BONNET
07951-36/3NEU



SATIN LINED SHOWER CAP
07960-36/3NEU



MICROFIBER DRYING CAP
08075-36/3NEU

TREATMENT



CONDITIONING CAPS
07933-36/3NEU

cantu®



pdc brands
wellness & personal care

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