
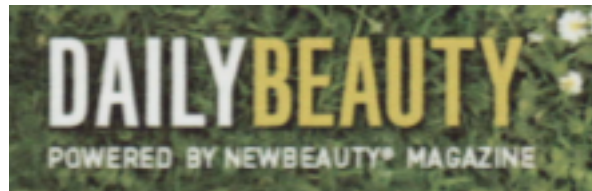


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### Wonder wave powers —activate!

Posted Wednesday, September 09, 2009

Wavy hair is absolutely "in" right now, and yet many of us with natural waves insist on straightening our strands. Perhaps we just don't know how to get the most out of our undulating locks. But it's easier than you may think, thanks to one superlative spray.

**Calista Tools** has created **Activate** Energy Activating Spray to simplify and beautify working with wavy hair. Applying it after you shower helps even out your natural wave pattern without a massive amount of product or an army of appliances.

In addition to energizing your texture with fullness and stability, the sweet-scented formula strengthens each shaft through optimum penetration of minerals and healthy nutrients like wheat protein.

Activate allows you to easily improve, and ultimately embrace, your natural waves, making your daily styling routine almost effortless, not to mention more satisfying.

**Tags:** Activate Energy Activating Spray, Calista Tools, minerals, product, protein, spray, styling, wavy hair, wheat

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