



PROFESSIONAL



LUXURY



CARE

IN 1964, WE INVENTED CARE FOR HAIR

60th
Anniversary

1964

1979

1989

2024



1st CARE
SHAMPOO



1st CARE
FOR SCALP



1st CARE
HAIR MASK



1st CARE
HAIR SERUM



60+ COUNTRIES

36,000+ SALONS

CONNECTED TO
2M+ PEOPLE

50M+ PRODUCTS
SOLD EVERY YEAR



US DRIVING GLOBAL BRAND GROWTH

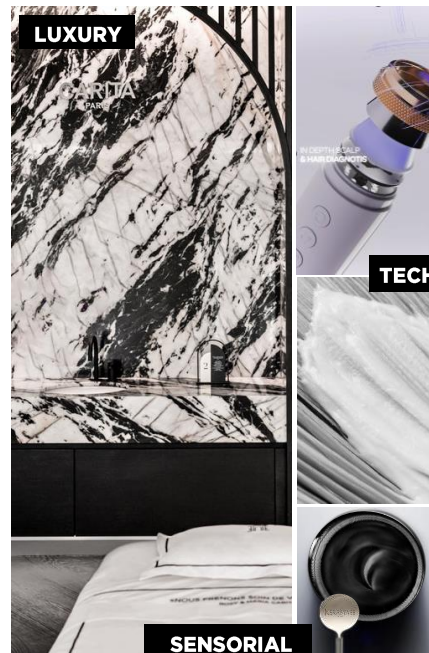
THE WORLD'S LEADING LUXURY PROFESSIONAL HAIRCARE BRAND

PURPOSEFUL INNOVATIONS

PROFESSIONAL FORMULAS
TAILORED TO ALL
CONSUMER NEEDS



EDUCATION & PRO HAIRSTYLIST SUPPORT



BEST IN CLASS MEDIA TOUCHPOINTS



2.4M INSTAGRAM
FOLLOWERS

VOGUE *allure* MODERN LUXURY *Daily* *salon today*

#1 PR BRAND

50B

KÉRASTASE PR +
MEDIA IMPRESSIONS

THE KÉRASTASE MAGIC IS THE UNIQUE ALLIANCE OF SCIENCE AND LUXURY



AVANT-GARDE
TECHNOLOGIES



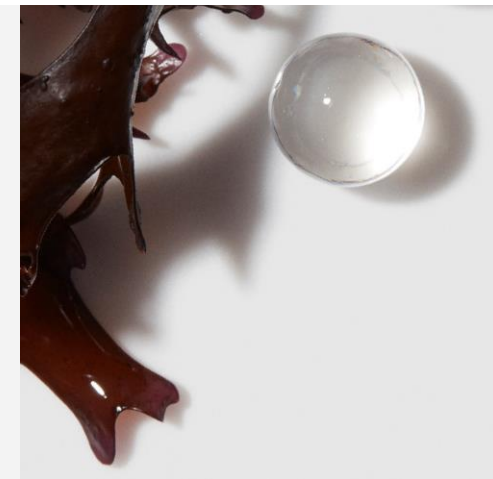
SKINCARE
ACTIVES



HIGH CONCENTRATION
HIGH PERFORMANCE



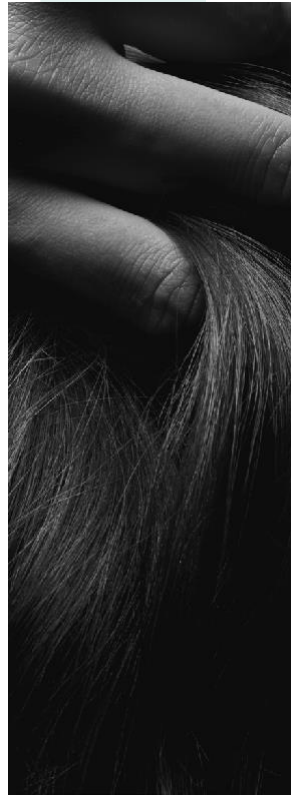
SOPHISTICATED
SENSORY EXPERIENCE



DESIGNING MORE SUSTAINABLE PACKAGING

L'ORÉAL FOR THE FUTURE
CARE IS OUR STORY AND OUR FUTURE

**WE BELIEVE IN A
WORLD WHERE**
PROFESSIONAL IS
RESPONSIBLE LUXURY IS
SUSTAINABLE AND CARE
IS UNIVERSAL



Care FOR THE HAIR

We provide the best of care for all hair and scalp types with the most effective and safe formulas.



Care FOR THE PLANET

We provide an empowering message with an inclusive vision of luxury.



Care FOR THE PLANET

We prove luxury can be responsible with more sustainable formulas and packaging innovations.

95%

**RECYCLED
PLASTIC**



THE QUEST FOR 100%

RECYCLED PLASTIC WITH
L'ORÉAL FOR THE FUTURE

100%

Of gift boxes, bags, etc offered by Kérastase are consciously created to minimize use of plastic & utilize recycled materials wherever possible.



BY 2025 +60%

of our plastic packaging will be made of recycled plastic.

BUILDING THE FUTURE TOGETHER

SERVICE EXCELLENCE

Our unique Fusio-Dose service offers Kérastase salons an edge, translating to incremental service dollars for you and your stylists, while recruiting new clients with the promise of instant hair transformation.

RETAIL CULTURE

Pioneering the haircare industry for over 50 years, our state of the art haircare formulas deliver customized professional care for every client through a personalized diagnosis and our iconic 3-step regimen.

SELECTIVITY & LUXURY

As the #1 luxury haircare brand worldwide, found in the most exclusive salons, we offer first-in-class education, elevated salon merchandising, and relevant marketing and digital support.

Through our elevated professional services and exceptional retail culture, we will strengthen your business, while driving consumer satisfaction.

A LUXURIOUS HAIR ROUTINE BUILT FOR EVERY NEED



PREMIERE
DAMAGED HAIR



NUTRITIVE
DRY HAIR



BLOND ABSOLU
LIGHTENED HAIR



CHROMA ABSOLU
COLOR-TREATED HAIR



GENESIS
HAIR FALL DUE TO BREAKAGE FROM BRUSHING



RESISTANCE
MECHANICALLY DAMAGED HAIR



SYMBIOSE
DANDRUFF-PRONE HAIR



CURL MANIFESTO
WAVY, CURLY & COILY HAIR



ELIXIR ULTIME
DULL HAIR LACKING SHINE



SPECIFIQUE
UNBALANCED SCALP



CHRONOLOGISTE
REVITALIZATION



DISCIPLINE
FRIZZY HAIR



DENSIFIQUE
LACK OF VOLUME

SIGNATURE SERVICES



15-20 minutes

PREMIERE DECALIFYING & REPAIRING TREATMENT

Repairs up to 99% of hair's
original strength.



5 minutes

CUSTOM BLENDED IN-SALON BACKBAR TREATMENTS

Liquid care technology
for instant hair
transformation

*30 customizable options
for every hair need
and concern*



3-5 minutes

ICONIC 3 STEP RITUAL CLEANSE | TREAT | PRIME

The powerful 3 Step
regimen with Bain,
Masque and Primer that
transforms hair and reveals
its beauty.



5 minutes

CHROMA ABSOLU SOIN ACIDE CHROMA GLOSS

Resurfacing high shine
rinse treatment for
sensitized or damaged
color-treated hair.



5-30 minutes

CURL MANIFESTO IN-SALON TREATMENT

Deep conditioning
service for curl strength
& definition.



10-25 minutes

CHRONOLOGISTE LE RITUEL D'EXCEPTION

Restores scalp & hair for renewed
bounce & volume with anti-aging
ingredients.

FUSIO-DOSE OUR #1 **SALON SERVICE**

CUSTOM BLENDED IN-SALON BACKBAR TREATMENTS FOR INSTANT HAIR TRANSFORMATION



30

POSSIBLE COMBINATIONS
GREATER PERSONALIZATION

WINNING FORMULA
5 MINUTES - FAST & EASY TO APPLY

PROFITABLE
FOR OWNERS & HAIRDRESSERS

EXCLUSIVE
ONLY IN KÉRASTASE SALONS

LIQUID CARE TECHNOLOGY FOR INSTANT HAIR TRANSFORMATION

95% less breakage*, 70% more shine**, 24hr anti-frizz protection***

*Instrumental test after using Concentré Genesis + Booster Reconstruction

**Instrumental test after using Concentré Chroma Absolu + Booster Brilliance

***Instrumental test after using Concentré Chroma Absolu (or Nutritive) + Booster Anti-Frizz

RETAIL CONNECTION

BETWEEN FORMULA & AT HOME CARE

5 BOOSTER

INFUSED WITH HIGH-POWERED SKINCARE ACTIVES TO ADDRESS CLIENTS' HAIR CONCERNS

BOOSTER
CICABLOND



PROTECTS
BLEACHED HAIR
VITAMIN E

BOOSTER
NUTRITION



NOURISHES
DRY HAIR
CAMELLIA OIL

BOOSTER
ANTI-FRIZZ



PROTECTS AGAINST
HUMIDITY & FRIZZ
POLYPEPTIDES

BOOSTER
BRILLANCE



BOOSTS
SHINE
LACTIC ACID +
TARTARIC ACID

BOOSTER
RECONSTRUCTION



REINFORCES &
PREVENTS BREAKAGE
PLANT
PROTEINS

+

6 CONCENTRÉS

ADDRESSES PRIMARY HAIR CONCERN WITH A HIGHLY CONCENTRATED FORMULA

CONCENTRÉ
BLOND ABSOLU



NEUTRALIZES
UNDERTONES
& HYDRATES HAIR
HYALURONIC ACID
VIOLET DIRECT DYE

CONCENTRÉ
NUTRITIVE



INTENSELY
NOURISHES
DRY HAIR
NIACINAMIDE

CONCENTRÉ
CHROMA ABSOLU



RECOVERS FIBERS
FOR HEALTHIER &
BRIGHTER COLOR
LACTIC ACID +
CENTELLA ASIATICA

CONCENTRÉ
RESISTANCE



STRENGTHENS
VERY DAMAGED
HAIR
CERAMIDES

CONCENTRÉ
CURL MANIFESTO



HYDRATES &
NOURISHES
CURLS
GLYCERIN

CONCENTRÉ
GENESIS



ADDS BODY &
REINFORCES
HAIR
COLLAGEN PEPTIDES



**RANGE NAME
DISPLAYED ON PACK**



PROVEN PROGRAMS TO HELP FUEL YOUR SALON SUCCESS

PROVEN PROGRAMS TO HELP FUEL YOUR SALON SUCCESS



K REWARDS

Qualify to earn up to
15% back on quarterly
purchases



Promotions featuring
GWP tools to promote
sell thru and sampling
incentives

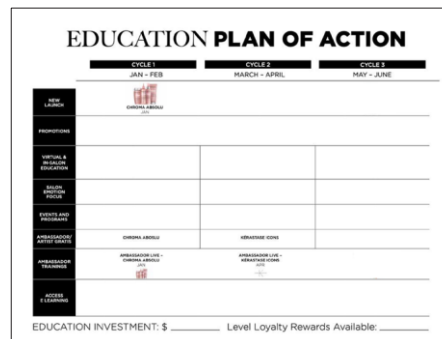


Generous backbar support providing up to **30%** of monthly purchases

ONGOING SALES SUPPORT



90 DAY PLAN ONBOARDING



JOINT BUSINESS PLAN

ON-GOING QUARTERLY



ty beauty
ity beauty
ity beauty
ruty beauty
eauty beauty
eauty beauty




KÉRASTASE
Education

2024 EDUCATION

2024 EDUCATION PORTFOLIO



TECHNIQUE PROGRAMS

- **INDUSTRY ICON SESSIONS**

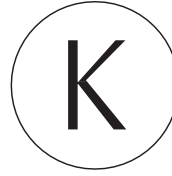
CELEBRITY STYLISTS SESSIONS: Immerse your salon team with the talent and expertise of the beauty industry's finest celebrity session stylists. This full day, customizable, in-salon class is sure to inspire and take education to new heights.

- **MASTER SESSIONS**

FULL DAY, WITH MASTER K ARTIST: Four customizable class options highlighting everything from shoulder length haircuts, to long hairdressing and looks worn down the Fashion Week runway.

- **IN-SALON**

The Heritage classes teach timeless styling, refine skills, and perfect the craft of hairdressing. While our Collection classes teaching the latest trends and developing services for future trends.



BRAND ESSENTIALS

- **L'ORÉAL ACCESS**

Elevating education in the digital age. Join the largest online, beauty community for salon professionals.

- **LUXURY SIGNATURE SERVICES**

Bring the salon team back to the principles of luxury services with this fundamental application based program. Take a journey through the brand portfolio to become the backbar expert.

- **BRAND IMMERSION**

Learn the Kérastase brand history through the decades while becoming grounded in our diagnostic approach. Increase your knowledge of the entire product collection and discover the technology and passion that has enabled this brand to be the leader in luxury haircare.

- **MODERN RETAILING**

The salon retail industry is more dynamic than ever! Master the sales techniques of a successful retail store and inspire your salon. Learn to share about product features and benefits with every client.



LUXURY BUSINESS BUILDING

- **GETTING SOCIAL PROGRAMS**

Leverage the power of social media to build your personal brand, engage your clients in between appointments and maximize the full potential of your business. Customizable 3 and 5hr programs with opportunity to create your own content.

- **SALON EMOTION**

Reinventing the client's emotional journey through customized in-salon sessions. Optimize the key touch points within the salon.

- **SUMMIT SALON SERVICES**

Our new business partner. One of the worlds largest salon and spa consulting companies. Proven systems – proven results.



PROLAB

L'OREAL ACADEMY OF BEAUTY





register here

NATIONAL VIRTUAL IMMERSION 2024 Calendar

Join us for our monthly Kérastase Immersion or one of our three certifications, Scalp, Hair and Diagnosis. These education sessions will be hosted live by one of our National Kérastase Artists. You will be immersed in the technology and ingredients that make Kérastase a truly luxurious haircare line. Scan the QR code above to register for your class today.

Haircare Treatments Certifications

12:00 PM-1:30 PM EST 12:00 PM-1:30 PM EST 12:00 PM-1:30 PM EST
9:00 AM-10:30 AM PST 9:00 AM-10:30 AM PST 9:00 AM-10:30 AM PST

- January 22nd
- March 11th
- May 20th
- July 15th
- September 16th
- November 11th

- February 5th
- April 15th
- June 24th
- August 26th
- October 7th
- December 9th

- February 26th Hair Science
- March 18th Innovation Certification
- June 17th Diagnosis
- August 19th Hair Science
- October 21st Scalp Certification

KÉRASTASE INVESTS IN YOUR FUTURE

EXPANDING THE EDUCATION NETWORK



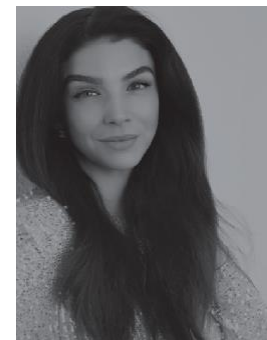
LOOKING TO EXPAND YOUR CAREER?

Interested in working with the most luxurious brands in the world?

Join the artistic network of Kérastase!

Share your passion by educating in salons, and experience additional career advancement opportunities such as photo shoots, and content development!





KÉRASTASE

Care Coach

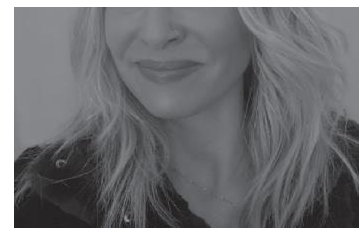
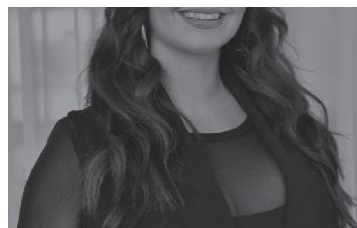
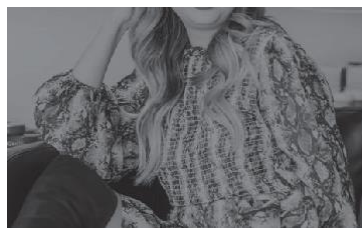
**A GLOBAL PROGRAM TO CREATE A WORLDWIDE
« CARE COACH COMMUNITY » GATHERING THE MOST
PROMISING KÉRASTASE HAIRDRESSERS**

CARE

CARE FIRST PHILOSOPHY WITH GLOBAL SOFT
SKILLS TRAINING OPPORTUNITIES

COACH

MORE THAN A PROFESSIONAL EXPERT, BUT
A LIFE PARTNER TO HELP SET GOALS AND
BUILD 1:1 RELATIONSHIPS WITH
YOUR CLIENTS & EMPLOYEES





CONNECT TO L'OREAL BRANDS

One hub for professional
online education

LEARN WITH ARTISTS

Courses led by top industry
artists and educators

TRENDS AND TECHNIQUES

Download the mobile app to continue
your learning wherever you go

L'ORÉAL ACCESS

SIGN UP TODAY

Visit lorealaccess.com

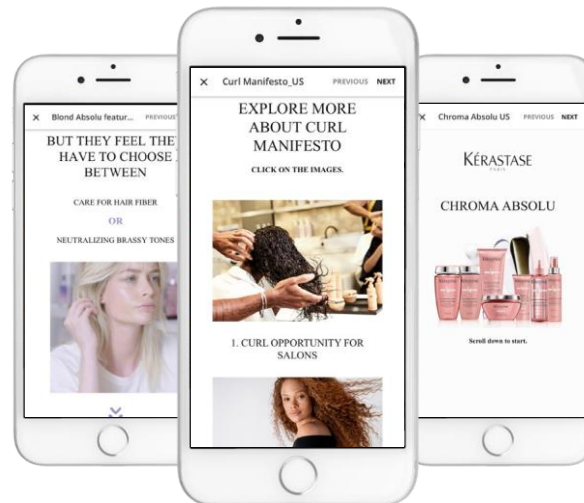
Choose Americas: United States

Fill in your first and last name, email, address,
phone number, and password.

Accept the terms and conditions

Click on Create Account. You're done!

If you have any issues, look for the Contact Us
from the footer.



Apple Google



Find L'Oréal Access
app in store



THE POWER OF PPD PARTNERSHIPS



- Proven systems and courses specially designed for the salon métier
- On average with coaching, salons grow:
 - 18% year 1
 - 17% Year 2
 - 100% diagnosis
 - 100% stylist engagement
 - 14% Year 3... and beyond!



- The only multi brand unified loyalty program of its kind in the industry
- Combines spend across all PPD brands to earn and redeem rewards faster
- Exclusive offers & benefits
- Rewards such as:
 - Custom salon visuals and displays
 - Elite education
 - Branded merchandise/tools
 - Other business building tools

SUPPORTING YOU THROUGH DIGITAL & SOCIAL TOUCHPOINTS

RELEVANT AND ENGAGING CONTENT DESIGNED TO REACH THE IDEAL CLIENT
NO MATTER WHERE THEY ARE



KÉRASTASE OPENING BRAND KIT

- Kérastase brand Digital Media Toolkit
- Social media overview with brand information and recommended captions
- Social media lifestyle imagery for all collections
- Dedicated client email blasts your learning wherever you go



ROBUST SOCIAL MEDIA PACKAGES FOR LAUNCHES AND PROMOTIONS

- Social media assets & recommended captions to create buzz and drive sell-through
- Additional digital kits provided to support salon business needs

BUILDING THE FUTURE TOGETHER

OUR COMMITMENT

TO FUEL YOUR SALON GROWTH THROUGH EXCLUSIVE IN-SALON SERVICES
AND SUCCESSFUL AT HOME REGIMENS

TO DRIVE CONSUMER SATISFACTION WITH OUR PROFESSIONAL DIAGNOSIS
AND SUPERIOR PRODUCT PERFORMANCE

TO PROVIDE ELITE EDUCATION TO INSPIRE YOUR STYLISTS AND INCREASE RETAIL SALES

BUSINESS DEVELOPMENT MANAGER

SALON OWNER

KÉRASTASE
PARIS