

NUTRITIVE



STRENGTHEN A MEGA PILLAR

+10K

**“DRY HAIR” MONTHLY
SEARCHES**



#2

CONSUMER CONCERN



#1

BRAND PILLAR



OVERINDEX IN GEN Z AND MILLENNIAL CONSUMERS

The background of the advertisement is a collage of various Kérastase Nutritive hair care products. In the top left, a bottle of Nutri-Supplement Scalp Serum is visible. In the top right, a hand is shown applying product from a bottle. In the bottom left, there is a collection of products including a jar of Bain Satin, a jar of Masquintense Riche, and a bottle of Nectar Thermique. In the bottom center, a hand holds a bottle of Nutri-Supplement Split Ends Serum. In the bottom right, a jar of Masquintense Riche is shown. The products are all in white and orange packaging with the Kérastase logo and 'Nutritive' branding.

SAY GOODBYE TO DRY HAIR

DEEP NUTRITION, SOFTER HAIR* , 85% MORE SHINE**

WITH SKINCARE INSPIRED INGREDIENTS: NIACINIMIDE + PLANT BASED PROTIENS

*System of Bain Satin Riche, Masquintense Riche & Nectar Thermique

**Bain Satin Riche vs. unwashed hair

NUTRITIVE IS A FAN FAVORITE

NUTRITIVE IS OUR TOP-RATED RANGE

★★★★★ 4.7



★★★★★

Irreplaceable Conditioner!

★★★★★

I Love This Product So Much

SPLIT END SERUM IS #1 IN SALON

SUMMER DRY HAIR CONCERNS

BASKET BUILDERS

CATEGORY GROWTH = HIGH DEMAND

KERASTASE HAS A SOLUTION FOR DRY SUMMER HAIR



ROUTINE SUCCESS

BAIN, FONDANT, MASK



HEAT STYLING HERO

NECTAR THERMIQUE HEAT
PROTECTING CREAM



SPLIT END MENDER

SPLIT ENDS SERUM

FRIZZ CONTROL, HYDRATION, SHINE IN EVERY PRODUCT

WE ARE REIGNITING NUTRITIVE

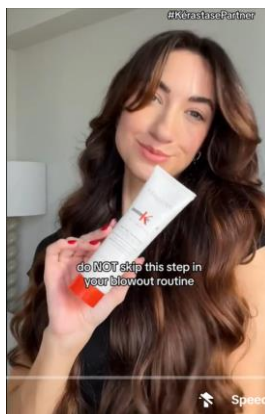
EDUCATE

CARE COACH GIFTING
AND E-LEARNINGS



BUZZ + AWARENESS

ORGANIC AND PAID
CONTENT



DIGITAL MEDIA KIT



CONSIDERATION + CONVERSION

SALON OFFERS FEAT. MERCH,
COMP SSPs & SAMPLES



IN-SALON MARKETING SUPPORT

MERCHANDISING



LARGE GLORIFIER
FEAT. BAIN, FONDANT, MASQUE, SPLIT END SERUM



SMALL GLORIFIER
FEAT. NECTAR THERMIQUE

EDUCATION



CARE COACH GRATIS



FLIPSNACK CONTENT

SOCIAL



DIGITAL MEDIA KIT

SALON LAUNCH OFFER

BUY IN:



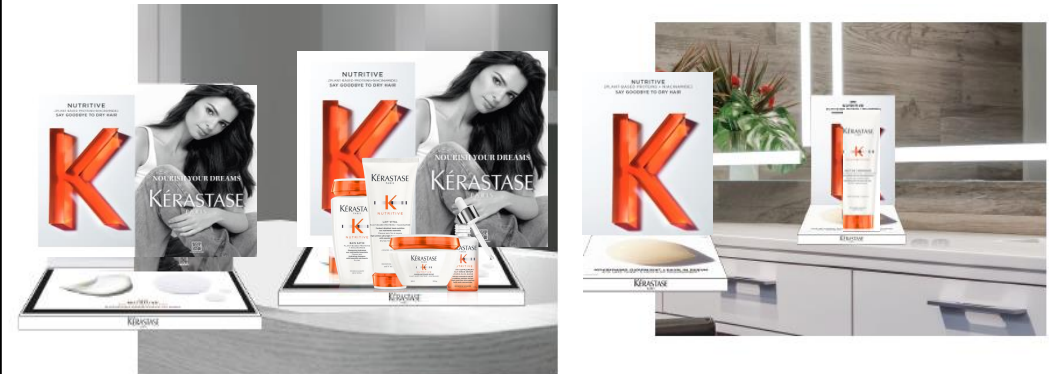
MIX AND MATCH NUTRITIVE SKUS AND SETS

COMPLIMENTARY:

DELUXE MINIS & SAMPLES



MERCHANDISING



LARGE GLORIFIER
FEAT. BAIN, FONDANT, MASQUE,
SPLIT END SERUM

SMALL GLORIFIER
FEAT. NECTAR THERMIQUE

NUTRITIVE MAY ANIMATION

Early Access for Pre-Commitment Salons on ~5/1
Full Salon Access ~5/8

Price	Value	Savings	%
\$750	\$1,267.56	\$517.56	41%

Material Code	Min QTY	MAX QTY	Material Description	Salon Cost	
Retail				unit	total
E4168000	6	12	Nutritive Discovery Set	\$ 25.00	\$ 150.00
Mix & Match additional Nutritive skus to total \$750 (6 sets plus \$600 or 12 sets plus \$450)					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
					\$150.00
Receive Complimentary: Backbar & Samples				unit	total
SAVINGS PER DISCOVERY KIT				\$9.00	\$54.00
E4041100	12		K NUTRITIVE BAIN RICH DLX 30ML V235	\$2.40	\$28.80
E4041400	12		K NUTRITIVE LAIT VITA DLX 30ML V235	\$3.30	\$39.60
E4042000	12		K NUTRITIVE 8HMNS DLX 30ML V235	\$10.00	\$120.00
E3787500	36		K ELIX ULT ORIGINAL DLX 15ML V235	\$4.35	\$156.60
E2690101	36		KER HUILE ORIGINALE 2*2ML VD50	\$1.16	\$41.76
E4041200	24		K NUTRITIVE BAIN RICHE 10ML VD75	\$0.80	\$19.20
E4041500	24		K NUTRITIVE MASQUE RICHE 15ML V058	\$2.40	\$57.60
P2792600	1		KR NUTRITIVE SM GLORIFIER		\$0.00
P2792700	1		KR NUTRITIVE LARGE GLORIFIER		\$0.00
				Total Complimentary	\$517.56
				Total Savings	41%

NUTRITIVE

A COMPLETE RANGE **FOR ALL TYPES OF DRY HAIR**



BAIN SATIN

Hydrating Shampoo for
fine to medium dry hair

DRY HAIR



BAIN SATIN RICHE

Hydrating Shampoo for
medium to thick hair

VERY DRY HAIR



LAIT VITAL

Hydrating Conditioner
for dry hair

DRY HAIR
FINE TO MEDIUM



MASQUINTENSE

Ultra-nourishing
mask for dry hair

VERY DRY HAIR
FINE TO MEDIUM



**MASQUINTENSE
RICHE**

Ultra-nourishing
mask for very dry hair

VERY DRY HAIR
MEDIUM TO THICK



**LOTION
THERMIQUE**

Heat protecting leave in
mist for dry hair

DRY HAIR,
FINE TO MEDIUM



**NECTAR
THERMIQUE**

Anti-frizz heat
protecting leave-in
cream for dry hair

DRY HAIR
MEDIUM TO THICK



**NUTRI-SUPPLEMENT
SPLIT ENDS SERUM**

Hydrating split end
serum for dry scalp

DRY
& SPLIT ENDS



**8H MAGIC
NIGHT SERUM**

Hydrating night serum
for dry hair

DRY HAIR



**NUTRI-SUPPLEMENT
SCALP SERUM**

Hydrating scalp
serum for dry
scalp

DRY SCALP

APPENDIX

MATERIAL DESCRIPTION	MATERIAL NUMBER	UPC	UNIT SALON COST	SRP
 The image shows the Kérastase Nutritive Discovery Set, which includes a box and three bottles of hair care products. The box is white with orange accents and features the Kérastase logo and the word 'NUTRITIVE'. The bottles are also white with orange accents and feature the Kérastase logo and the word 'NUTRITIVE'. The products are labeled 'Lait Vital', 'Lait Vital', and 'Lait Vital'. NUTRITIVE DISCOVERY SET	E4168000	3474637215620	\$25	\$50



STAY CONNECTED

#NUTRITIVE



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@KerastaseUSA

KÉRASTASE

PARIS