



PREMIÈRE

DUAL ACTION REPAIR HAIRCARE
RESTORE UP TO 99% OF HAIR'S ORIGINAL STRENGTH*

REMOVE CALCIUM BUILD UP & RECONNECT BROKEN LINKS
 BETWEEN KERATIN CHAINS FOR STRONGER HAIR INSIDE & OUT



SCAN, WATCH, LEARN

*with continuous use of the full system

THE EFFECTS OF CALCIUM ON THE HAIR FIBER

CALCIUM IN YOUR WATER

Because of porosity,
 damaged hair absorbs calcium
 creating calcium overdose.

Inside of the hair fiber: Calcium sneaks in-between
 keratin chains, weakening hair.

Outside of the hair fiber : Calcium builds on the
 cuticle, making hair rough, dull, rigid, and prone to breakage.
 Each contact with water, calcium accumulates leading to a
 cycle of persistent damage.



YOUR REPAIR HERO

**DUAL ACTION
 CONCENTRATED FORMULA**

**8% CITRIC ACID &
 GLYCINE COMPLEX**

**RESTORE UP TO 99% OF
 HAIR'S ORIGINAL STRENGTH***

93% LESS BREAKAGE***

75% MORE SHINE**

*with continuous use of the full system

**vs. unwashed hair

***vs. non conditioning shampoo

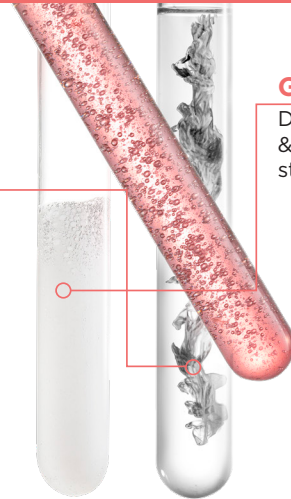
THE TECHNOLOGY BEHIND PREMIÈRE

CITRIC ACID

Eliminates calcium overdose,
 reconnecting broken links
 between keratin chains.

GLYCINE

Dramatically reduces breakage
 & helps neutralize dullness &
 stiffness.



DISCOVER PREMIÈRE

IN-SALON PROTOCOL



**Concentré
 Décalcifiant
 Ultra-Réparateur**



**Bain
 Décalcifiant
 Réparateur**



**Concentré
 Liquide
 Resurfaçant**



**Masque
 Filler
 Réparateur**

BREAKTHROUGH INNOVATION



**Concentré Décalcifiant
 Ultra-Réparateur
 Repairing Pre-Shampoo
 Treatment**



**Bain Décalcifiant
 Réparateur
 Repairing
 Shampoo**



**Fondant Fluidité
 Réparateur
 Repairing
 Conditioner**



**Masque Filler
 Réparateur
 Anti-Breakage
 Repairing Mask**



**Sérum Filler
 Fondamental
 Anti-Frizz Repairing
 Serum**



**Huile Gloss
 Réparatrice
 Intensive Shine
 Repairing Oil**

KÉRASTASE
 PARIS

PREMIÈRE IN-SALON PROTOCOL



IN-SALON
PROTOCOL



CLEANSE

**CONCENTRÉ DÉCALCIFANT
ULTRA-RÉPARATEUR + BAIN
DÉCALCIFANT RÉPARATEUR**

APPLY CONCENTRE TO TOWEL
DRIED HAIR FOR 5 MINUTES & LAYER
THE BAIN & RINSE



TREAT

**CONCENTRÉ LIQUIDE
RESURFAÇANT+
MASQUE FILLER RÉPARATEUR**

APPLY CONCENTRE TO TOWEL
DRIED HAIR FOR 5 MINUTES & LAYER
MASQUE FOR 5 MINUTES, THEN RINSE



PRIME SÉRUM RÉPARATEUR FONDAMENTAL

APPLY TO TOWEL
DRIED HAIR AND
STYLE AS DESIRED



FINISH HUILE GLOSS RÉPARATRICE

APPLY 2-4 DROPS
MIDLENGTHS
TO ENDS

PREMIÈRE IN-SALON PROTOCOL: AFTER BLONDING SERVICE



BLONDING SERVICE
RINSE LIGHTENER
FROM HAIR.

PRE-TREAT

**CONCENTRÉ DÉCALCIFANT
ULTRA-RÉPARATEUR + BAIN
DÉCALCIFANT RÉPARATEUR**

APPLY CONCENTRE TO TOWEL
DRIED HAIR FOR 5 MINUTES & LAYER
THE BAIN & RINSE



CLEANSE

**BAIN
DÉCALCIFANT
RÉPARATEUR**

CLEANSE & RINSE



TONER/GLOSS
FOLLOW THE COLOR
MANUFACTURER'S
RECOMMENDATION ON
SHAMPOOING AFTER
GLOSS/TONER.

TREAT

**CONCENTRÉ LIQUIDE
RESURFAÇANT+ MASQUE
FILLER RÉPARATEUR**

APPLY CONCENTRE TO TOWEL
DRIED HAIR FOR 5 MINUTES & LAYER
MASQUE FOR 5 MINUTES THEN RINSE



PRIME SÉRUM RÉPARATEUR FONDAMENTAL

APPLY TO TOWEL
DRIED HAIR AND
STYLE AS DESIRED



FINISH HUILE GLOSS RÉPARATRICE

APPLY 2-4 DROPS
MIDLENGTHS
TO ENDS

DIAGNOSE THE PERFECT RANGE FOR YOUR CLIENTS



ON DRY HAIR

ON WET HAIR

PRO TIP: PICK UP ONLY ONE HAIR ON THE TOP, TURN AROUND YOUR
FINGER AND STRETCH. DAMAGED HAIR WILL BREAK UNDER STRESS.

PICK UP ONLY ONE HAIR ON THE TOP AND REPEAT THE PROCESS.
DAMAGE HAIR IS VERY POROUS AND EXTRA ELASTIC WHILE WET.



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