

PRODUCT PORTFOLIO



KÉRASTASE
PARIS

HISTORY

1964

François Dalle creates
Kérastase



1966

Kérastase launches
first Bain

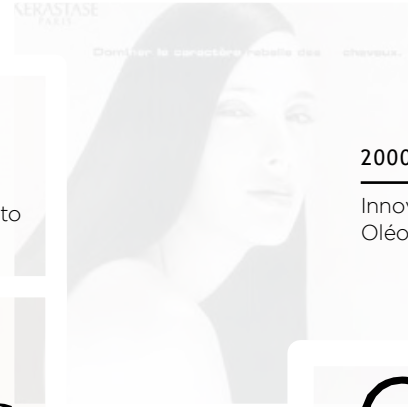
60's

1980

Beauty Kérastase
launches first
Haircare Masque

L'Oreal commitment to
no-animal testing

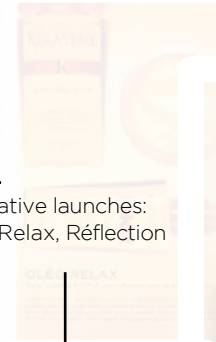
80's



2000

Innovative launches:
Oléo-Relax, Réflexion

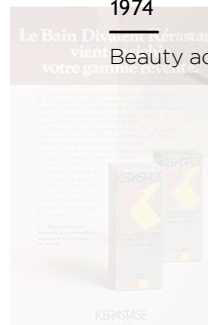
00's



70's

1974

Beauty advertising



90's

1990

Kérastase launches
first hair baths with
nutrition index

20's

PRESENT

Elixir Ultime, Blond
Absolu, Nutritive 8H
Magic Night Serum,
Fusio-Dose®

Commitment to 100%
recycled packaging by
2025

L'Oreal commitment
to reduce green-house
emissions by distribution



SIGNATURE SERVICES



20 minutes

**DUAL ACTION REPAIR
IN-SALON BACKBAR
TREATMENT**
**REPAIR 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.**
*A miracle formula intensely cares for
fiber while transforming and sealing
the surface for reduced porosity and
bright shine.*



5-30 minutes

**CURL MANIFESTO
IN-SALON TREATMENT**
**Deep conditioning
service for curl strength
& definition.**
*Replenishes curls instantly +88% more
smooth & conditioned*



10-25 minutes

**CHRONOLOGISTE LE
RITUEL D'EXCEPTION**
**Restores scalp & hair for
renewed bounce & volume
with anti-aging ingredients**

PRE-TREAT | CLEANSE | TREAT | PRIME

THE POWERFUL, HAIRCARE REGIMEN WITH CONCENTRE, BAIN, MASQUE, AND PRIMER THAT TRANSFORMS HAIR AND REVEALS ITS BEAUTY



HOW TO USE:



Pre-Treat

Super charge your repair while decalcifying and reconnecting broken links between keratin chains.



CLEANSE

Every salon quality style starts with the right shampoo. Replenish, reset and refresh your hair with our iconic Bains.



TREAT

Show your hair some love with our conditioners and masques for envy-inducing softness and shine.



PRIME

Build the perfect foundation for any style with our best-selling heat protectants and leave-in conditioners.

INSTANT HAIR TRANSFORMATION FUSIO-DOSE®

OUR #1 SALON SERVICE: CUSTOM BLENDED IN-SALON BACKBAR TREATMENTS FOR INSTANT HAIR TRANSFORMATION.



PROFITABLE

for hairdressers

Personalization

In-Salon

Winning Formula

Fast & easy to apply

Exclusive

Only in Kérastase salons

HOW TO USE:



95% LESS BREAKAGE*

70% MORE SHINE**

24H ANTI-FRIZZ PROTECTION***

CLEANSE

BAIN

Hair is cleansed twice with a Kérastase Bain based on primary hair need.

TREAT

FUSIO-DOSE® TREATMENT

After cleansing, fuse the appropriate concentré and booster.* Spray 2-3 pumps onto 1-inch sections of towel-dried hair. Massage through. Rinse thoroughly.

RECOMMEND

AT-HOME REGIMEN

Prolong results of Instant ritual with a customized at-home regimen for use in-between salon visits.

*FUSION INSTRUCTIONS



OPEN



TWIST



FUSE



REMOVE



SHAKE

*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

FUSIO-DOSE

FRESH, PERSONALIZED MIXES OF CONCENTRÉS AND BOOSTERS TO ADDRESS ANY HAIR NEEDS

5 BOOSTERS

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

CICABLOND



PROTECTS
BLEACHED HAIR
VITAMIN E

NUTRITION



NOURISHES
DRY HAIR
CAMELLIA OIL

ANTI-FRIZZ



PROTECTS AGAINST
HUMIDITY & FRIZZ
POLYPEPTIDES

BRILLANCE



BOOSTS
SHINE
LACTIC ACID +
TARTARIC ACID

RECONSTRUCTION



REINFORCES &
PREVENTS BREAKAGE
PLANT
PROTEINS



BLOND ABSOLU



NEUTRALIZES
UNDERTONES
& HYDRATES HAIR
HYALURONIC ACID
VIOLET DIRECT DYE

NUTRITIVE



INTENSELY
NOURISHES
DRY HAIR
NIACINAMIDE

CHROMA ABSOLU



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

RESISTANCE



STRENGTHENS
VERY DAMAGED
HAIR
CERAMIDES

CURL MANIFESTO



HYDRATES &
NOURISHES
CURLS
GLYCERIN

GENESIS



ADDS BODY
& REINFORCES
HAIR
COLLAGEN PEPTIDES

6 CONCENTRÉS

ADDRESS PRIMARY HAIR CONCERN WITH A HIGHLY CONCENTRATED FORMULA



FUSIO DOSE

A BETTER LINK WITH RANGES



CONCENTRÉ
BLOND ABSOLU



CONCENTRÉ
NUTRITIVE



CONCENTRÉ
CHROMA ABSOLU



CONCENTRÉ
RESISTANCE



CONCENTRÉ
CURL MANIFESTO



CONCENTRÉ
GENESIS



INSTANT HAIR TRANSFORMATION

FUSIO-DOSE®

LIQUID CARE TECHNOLOGY FOR INSTANT HAIR TRANSFORMATION



1 | PRIMARY NEED - CONCENTRÉ

BLOND ABSOLU



PIGMENT UV

ANTI-BRASS
RESTORING PURPLE
CARE

INFUSED WITH
UV PIGMENT

BENEFITS

An instant brass-reducing,
restoring formula to
illuminate blonde hair

- Neutralizes yellow undertones
- Intense care & protection for bleached hair
- Deeply hydrates fiber
- Improves & illuminates shine

NUTRITIVE



NIACINAMIDE

NOURISHING CARE
FOR VERY DRY HAIR
INFUSED WITH
NIACINAMIDE

BENEFITS

A deep nourishing
treatment to restore hair
from dryness

- Instantly infuses hair fiber with hydrating agents
- Detangles hair & enhances shine
- Improve hair's suppleness & vitality

GENESIS



COLLAGEN PEPTIDE FRAGMENT

FORTIFYING FIBER
CARE
INFUSED WITH
COLLAGEN PEPTIDE
FRAGMENT

BENEFITS

A deep fortifying
treatment to amplify
fiber and bring
lightweight volume

- Plumps and strengthens the fiber and adds shine
- Reduces breakage from brushing

RESISTANCE



CERAMIDES

INTENSIVE
REINFORCING CARE
INFUSED WITH
CERAMIDES

BENEFITS

Repairing care for
damaged hair
Hair is instantly
strengthened

- Seals and heals to prevent weakened hair from breaking
- Intense care & protection

CURL MANIFESTO



GLYCERIN

SHAPE ENHANCING
CARE - WAVY
CURLY AND COILY
HAIR INFUSED WITH
GLYCERIN

BENEFITS

A deep defining and
fortifying treatment for
curly and very curly hair.

- Hydrates curls instantly
- Intense nourishment

CHROMA ABSOLU



AMINO-ACID

POST COLOR INTENSE
CARING CONCENTRATE
INFUSED WITH AMINO
ACID

BENEFITS

Recovers fiber from color
damage, for a healthier,
brighter color. Can be used
after a color service or in-
between color appointments.
Deeply cares for fiber.

- Reinforces weakened hair due to color services
- Boost shine & brightness
- Intense care and protection against color fading

* When paired with Booster Nutrition

* System of Concentre + Booster VS. damaged hair

FUSIO-DOSE®

INSTANT HAIR TRANSFORMATION

2 | SECONDARY NEED - BOOSTER

CICABLOND



VITAMIN E

POST-BLEACH
RECONSTRUCTIVE
TREATMENT
INFUSED WITH
VITAMIN-E

BENEFITS

Preserves bleached,
lightened and
highlighted blonde hair
& adds extra-strength

- Instant hydration and repair
- Illuminates blonde brightness

NUTRITION



CAMELLIA OIL

NOURISHING
BOOSTER CARE
INFUSED WITH
CAMELLIA OIL

BENEFITS

Instantly nourishes dry
hair

- Hair is more manageable
- Enhanced shine

ANTI-FRIZZ



POLYPEPTIDES

FRIZZ REDUCING
BOOSTER CARE
INFUSED WITH
PEPTIDES

BENEFITS

Reduces unwanted frizz

- Protects from humidity induced-frizz
- Detangles hair
- Adds softness

BRILLANCE



LACTIC ACID

RESURFACING
BOOSTER CARE
INFUSED WITH LACTIC
ACID

BENEFITS

Resurfaces post-color
treated fiber and recovers
from color damage

- Acid sealing care to reduce color fading
- Softens and smooths hair fiber
- Boost shine & brightness

RECONSTRUCTION



PLANT PROTEIN

INTENSIVE
RECONSTRUCTING
TREATMENT
INFUSED WITH
PROTEIN

BENEFITS

Reinforces and repairs
weakened hair

- Improve the fiber's ability to resist against breakage
- Targets weakened hair

*When paired with Booster Nutrition

*Based on using full haircare routine.

ESSENTIAL REVITALIZING RITUAL FOR SCALP AND HAIR

CHRONOLOGISTE LE RITUEL D'EXCEPTION

RESTORES SCALP & HAIR FOR RENEWED BOUNCE & VOLUME WITH ANTI-AGING INGREDIENTS

10-25
MINUTES



DIAGNOSE

Is your client's main concern regarding an aging scalp and hair? Is your client looking to revitalize dull and brittle hair? Share the 10 or 25 minute treatment options.



CLEANSE

For 10 minute treatment, shampoo hair twice with Bain Régénérant. For 25 minute treatment, apply Pré-Cleanse Régénérant to damp or dry hair in sections and add water to lather. Rinse. Then shampoo the hair once thoroughly with Bain Régénérant.



TREAT

Mix 30ml of Masque Intense Régénérant to the crushed Caviar Pearls in the mixing bowl. Apply section by section, from roots to ends, and twist each section. Leave in for 5 minutes.



MASSAGE & RINSE

Add water, emulsify and massage the scalp and hair. For 25 minute treatment, include 5 minute scalp massage. Rinse thoroughly after massaging.



PRIME

Apply 2 pumps of Thermique Régénérant through lengths and ends.



STYLE

Style for desired result.



HUILE DE PARFUM

For 25 minute treatment, apply 1 or 2 pumps through lengths and ends.

CURL MANIFESTO IN-SALON RITUAL

NEW FUSIO-DOSE

CONCENTRÉ CURL MANIFESTO REPLENISHING RECOVERY TREATMENT



Replenishes curls instantly
+88% more smooth & conditioned*

*When paired with Booster Nutrition

TWO WAYS TO APPLY CONCENTRÉ CURL MANIFESTO

CONDITIONING SERVICE FOR CURL DEFINITION

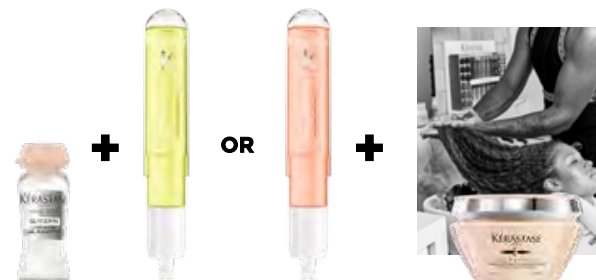
FOR CURLY TO VERY CURLY HAIR
WITH LOW POROSITY



Treat with Fusio-Dose. Pair with Booster Nutrition or Booster anti-frizz. Leave on for 5 minutes. Rinse.

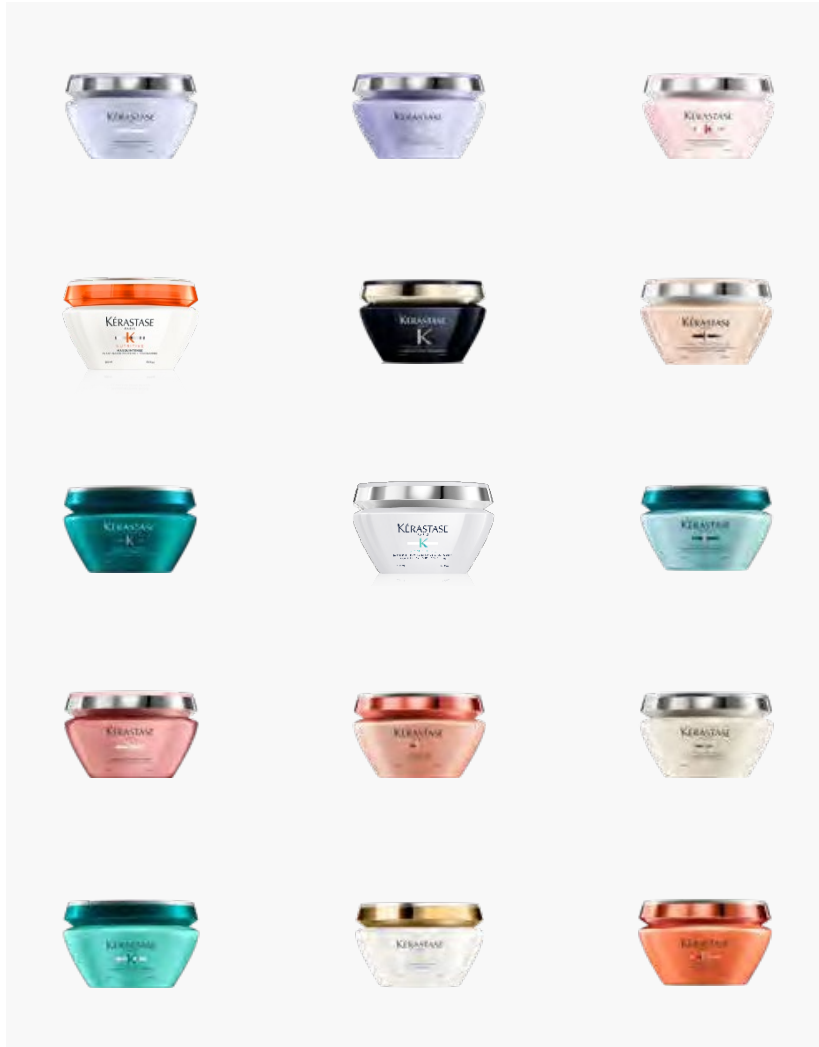
DEEP CONDITIONING SERVICE FOR CURL STRENGTH & DEFINITION

FOR VERY CURLY TO COILY HAIR
WITH HIGH POROSITY



Treat with Fusio-Dose. Pair with Booster Nutrition or Booster anti-frizz. Layer mask over Fusio-Dose. Leave on for 5-30 minutes. Rinse.

INDULGENT IN-SALON RITUALS



CLEANSE

BAIN

Hair is bathed with the appropriate Kérastase shampoo

TREAT MASQUE

An ultra-nourishing masque treatment is carefully applied to the hair

MASSAGE

AN EXPERT MASSAGE

Delivers complete relaxation and hair transformation

BENEFIT :

INDULGENT

A concentrated masque treatment that addresses the needs of the hair combined with a relaxing, expert massage

HOW TO USE :

1. After cleansing, on towel dry hair, paint masque onto mid lengths and ends.
2. Use scissor action to distribute evenly from roots to ends.
3. Perform Kérastase expert massage.
4. Rinse.

IN-SALON TREATMENT MASSAGE

TREATMENT MASSAGE PROTOCOL

FUSIO-DOSE®

Apply to individual sections of hair using the Kérastase actuator. Start at the top.

INDULGENT MASQUE TREATMENT

Apply to individual sections, focusing on the driest or weakest sections of hair. Start at the top. Massage the treatment between your fingers so that it fully penetrates. Slide along the section of hair, rotating your thumbs to smooth the hair's surface. If the treatment area is sufficiently comfortable, you may perform the procedure at the basin (neck rest is required).

1. MUSCULAR MASSAGE

Helps to ease muscle tension and restore vitality to scalp.



1. Slide your fingers along the scalp and apply significant pressure.



2. Always move in the same direction:



3. From front to back then from the hairline to the top of the head.



4. Perform the intermediate step.

2. CIRCULATORY MASSAGE

Increases blood circulation to scalp, revitalizing hair bulb.



1. Place your index and middle fingers together. First, make contact points against the scalp and press for a moment with your fingers.



2. Then, press in small circles in a star formation, working from the bottom to the top of the head and from the edges to the center.



3. Between each circle, reestablish a contact point and apply pressure for one second. Perform this step in a star pattern all the way around the head, always from the hairline to the center.



4. Perform the intermediate step.

IN-SALON TREATMENT MASSAGE

(CONT'D)

3. LYMPHATIC MASSAGE

Helps to eliminate toxins.



1. Your hands are open, palms flattened.



2. Press lightly with the palms, rocking from one side of the hand to the other.



3. Move your hands slightly and repeat. Begin on either side of the center line of the head and work toward the ears, then from the top of the head to the nape

Drumming



4. Lightly drum your fingers across the scalp. Your fingers should move from the top of the head to the ears and nape. Cover the entire surface of the head several times.



5. Perform the intermediate step.

4. NERVOUS SYSTEM MASSAGE

Gentle stimulation and relaxation.



1. Envelop temporal bones with hands in a cupping shape.



2. Gently place hands on sides of head for three to five seconds. Apply very gentle pressure with palms in a circular motion.

Perform the intermediate step



3. Gently tilt head to side and hold temple in the palm of hand. With other hand, make 10 circular movements with fleshy part of fingers, moving up along occipital bone. Tilt head to other side and repeat. Reposition head and apply same motions to nape. To conclude session, gently place palms on top of head. Hold for a moment before sliding palms in a motion that envelops the head. Lather, then rinse thoroughly.

AT-HOME CARE

MAXIMIZE HAIR'S RENEWED BEAUTY WITH A SIMPLE AT-HOME REGIMEN

Pre-Treat



Pre-Treat

Super charge your repair while decalcifying and reconnecting broken links between keratin chains.

Cleanse



CLEANSE

Gently cleanse the hair and scalp while respecting its condition with the proper Kérastase hair bath.

Treat



TREAT

Care for hair's most specific needs with an expertly prescribed Kérastase rinse-out or leave-in treatment.

Prime



PRIME

Protect hair's renewed beauty from external aggressions and frequent blow-drying with a Kérastase styling treatment.

Style



STYLE

Achieve desired styles with long-lasting benefits and the Kérastase touch.

PREMIÈRE

For all types of damage



CHRONOLOGISTE

Essential revitalizing care for scalp & hair



BLOND ABSOLU

Ultra-Violet & Post Procedure care for Blonde Hair



ELIXIR ULTIME

Sublimating oils for ultimate hair beauty



NUTRITIVE

Dry to very dry hair



RÉSISTANCE

Damaged to over-processed hair



CURL MANIFESTO

All curls & coils



GENESIS

Less hair fall due to breakage from brushing



SYMBIOSE

For scalp and hair prone to dandruff



GENESIS HOMME

Weakened hair prone to thinning



CHROMA ABSOLU

Color-treated hair



DISCIPLINE

Unmanageable hair



INITIALISTE

All hair types



DENSIFIQUE

Life-stressed hair



SPÉCIFIQUE

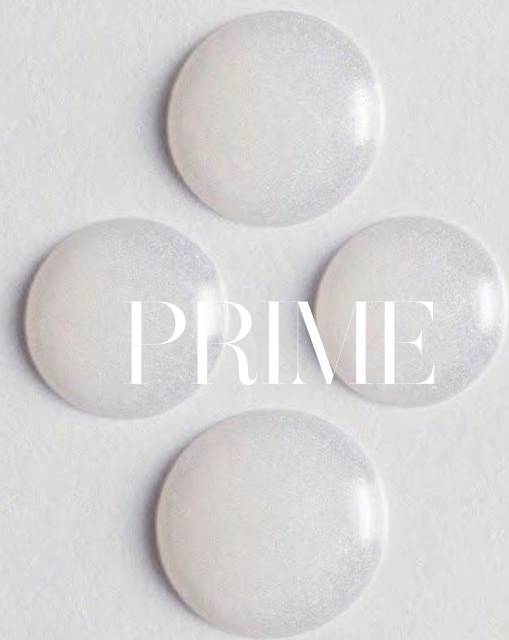
Sensitive/imbalanced



COUTURE STYLING

All hair types







ICONIC PRODUCTS

Rare and highly concentrated
ingredients

Full transparency

For the best performance



PREMIÈRE

DUAL ACTION REPAIR HAIRCARE

FOR ALL TYPES OF DAMAGED HAIR

DIAGNOSIS

- For all types of damaged hair

FEATURES

Citric Acid

- This organic acid acts from hair surface to hair cortex. Our formula deeply eliminates calcium overdose and helps to reconnect broken links between keratin chains.

Glycine

- Penetrates hair's inner layer, dramatically reduces breakage, and helps to neutralize dullness & stiffness.

BENEFITS

- Repair up to 99% of hair's original strength*
- Eliminate calcium overdose
- Reconnect broken links between keratin chains
- Stronger hair inside and out

CONCENTRÉ
DÉCALCIFANT
ULTRA-RÉPARATEUR



PRE-TREAT

BAIN
DÉCALCIFANT
RÉPARATEUR



CLEANSE

FONDANT FLUIDITÉ
RÉPARATEUR



MASQUE FILLER
RÉPARATEUR



TREAT

SÉRUM FILLER
FONDAMENTAL



PRIME

HUILE
GLOSS
RÉPARATRICE



LAYERING



Première Access

*with continuous use of the full system

PREMIÈRE PROTOCOL

START AT SALON



STEP 1 1ST LAYERING DECALCIFY×REPAIR **AT THE CORE**

CONCENTRÉ DÉCALCIFIANT
ULTRA-RÉPARATEUR + BAIN
DÉCALCIFIANT RÉPARATEUR

ONLY IN SALON



STEP 2 2ND LAYERING DECALCIFY×REPAIR **AT THE SURFACE**

CONCENTRE LIQUIDE RESURFAÇANT +
MASQUE FILLER REPARATEUR



STEP 3 **FINISH** SÉRUM FILLER FONDAMENTAL OR/AND HUILE GLOSS

FOLLOW AT HOME



STEP 1 **LAYERING** **ACTIVATE + CLEANSE**

CONCENTRÉ DÉCALCIFIANT
ULTRA-RÉPARATEUR
+ BAIN DÉCALCIFIANT
RÉPARATEUR



STEP 2 **TREAT** FONDANT FLUIDITÉ OR MASQUE FILLER REPARATEUR



STEP 3 **FINISH** SÉRUM FILLER FONDAMENTAL OR/AND HUILE GLOSS

IN-SALON PROTOCOL

STEP 1 DECALCIFY X REPAIR *THE CORE*



DAY OF COLOR OR STAND-ALONE SERVICE



SCAN ME



CONCENTRÉ DÉCALCIFIANT
ULTRA RÉPARATEUR



BAIN DÉCALCIFIANT
RÉPARATEUR



STARTING ON
DAMP HAIR



SEPARATE HEAD
ON 4 PARTS



APPLY (4/5 PUMPS)
OF **CONCENTRÉ DÉCALCIFIANT
ULTRA-RÉPARATEUR**



EVENLY DISTRIBUTE THE
CONCENTRE



SITTING TIME 5
MINUTES



DO NOT RINSE



APPLY (2/3 PUMPS) OF **BAIN
DÉCALCIFIANT RÉPARATEUR** IN
LAYERING ON TOP OF THE
**CONCENTRÉ DÉCALCIFIANT
ULTRA-RÉPARATEUR**



START THE APPLICATION BY LENGTHS.
MASSAGE UNTIL YOU FEEL THE
TRANSFORMATION:
HAIR BECOMES SOFT & SMOOTH



ADD WATER AND PERFORM
THE SHAMPOO



RINSE THOROUGHLY

IN-SALON PROTOCOL

STEP 2 DECALCIFY X REPAIR **SURFACE**

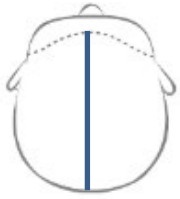
DAY OF COLOR OR STAND-ALONE SERVICE



CONCENTRÉ LIQUIDE
RESURFAÇANT



MASQUE FILLER
REPARATEUR



SEPARATE HEAD IN 2
PARTS



APPLY FROM 15 TO 25ML OF
CONCENTRE LIQUIDE RESURFACANT,
STRAND BY STRAND ON LENGTHS



MASSAGE LENGTHS



SITTING TIME 5
MINUTES



DO NOT RINSE



APPLY FROM 15 TO 30ML OF
MASQUE FILLER RÉPARATEUR
IN LAYERING ON TOP OF THE
CONCENTRE LIQUIDE RESURFACANT



MASSAGE AND TWIST EACH
STRAND



SITTING TIME 5
MINUTES



- ADD WATER
- EMULSIFY
- THEN RINSE THOROUGHLY



IN SALON PROTOCOL

STEP 3

PRIME: PROTECT AND SMOOTH *HAIR*



**SÉRUM FILLER
FONDAMENTAL**



APPLY ON TOWEL-DRIED HAIR ON LENGTHS
& ENDS. PROTECTS FROM DAMAGE AND
HEAT UP TO 450°F. LEAVE-IN



BLOW-DRY



**HUILE GLOSS
REPARATRICE**



APPLY 2-4 DROPS ON DAMP OR DRY HAIR
NOURISHES AND HYDRATES ULTRA SENSITIZED
LENGTHS, HELPING TO MEND SPLIT ENDS



AND VOILA!

PREMIÈRE

DUAL ACTION REPAIR HAIRCARE

FOR ALL TYPES OF DAMAGED HAIR

FOLLOW AT HOME



STEP 1
LAYERING
PRE-TREAT
+ CLEANSE

*CONCENTRÉ
DÉCALCIFIANT
ULTRA-RÉPARATEUR +
BAIN DÉCALCIFIANT
RÉPARATEUR*



STEP 2

TREAT

*FONDANT FLUIDITÉ
RÉPARATEUR
+
MASQUE FILLER
RÉPARATEUR*



STEP 3

PRIME

*SÉRUM FILLER
FONDAMENTAL
OR/AND HUILE GLOSS
RÉPARATRICE*

NUTRITIVE

For Dry to Very Dry Hair

DIAGNOSIS

- Dry to Very Dry Hair
- Split Ends
- Dry Scalp

FEATURES

Niacinamide

- Strengthens hair fiber & locks-in nutrients

Plant-Based Proteins

- To nourish hair with essential nutrients
- To help retain moisture

BENEFITS

- +85% more shine
- Deeply nourish the hair fiber
- Moisturize dry scalp for immediate comfort, leaving the scalp healthy and refreshed.
- 2X less split ends and instant smoothness.



DIAGNOSIS:

- Dandruff
- Dry Itchy Scalp
- Redness and Irritation

FEATURES:

SALICYLIC ACID

- Reduces scalp flaking associated with dandruff
-

BIFIDUS

- A known prebiotic

PYRITHIONE ZINC 1%]

- Helps eliminate the symptoms of dandruff

BENEFITS:

- Helps eliminate the symptoms of dandruff without stripping the scalp
- Cleanses the hair while helping to eliminate symptoms of dandruff and moisturizing and soothing dry scalp.
- Replenishes hair's hydration and helps eliminate remaining residues trapped in the lengths with its strong detangling action
- Soothes and hydrates scalp while helping to eliminate the symptoms of dandruff overnight



RESISTANCE

Thérapeute

For Very Damaged, Over Processed Hair

DIAGNOSIS:

- Very rough to the touch
- Brittle hair with points of breakage
- Deterioration of the fiber surface

FEATURES:

FIBRA-KAP COMPLEX

- SP94 - enhances fiber resilience structure and strength
- 6 amino acids - compensates for loss of mass
- 6 hydrolyzed wheat proteins - restores uniformity and smoothness

RESURRECTION SAP

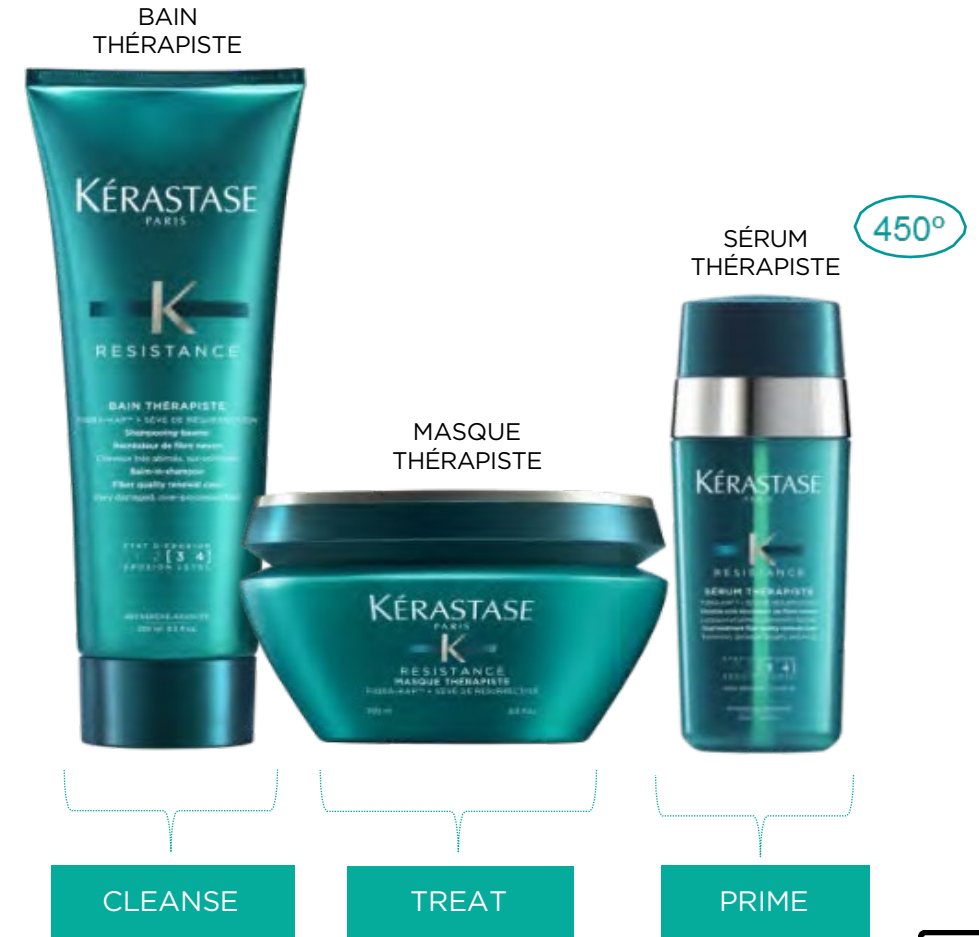
Derived from the Resurrection Plant to restore fiber and bring hair back to life

BENEFITS:

- Nourishes very damaged, over-processed hair
- Instantly repairs, reinforces, and resurfaces hair fiber

SÉRUM THÉRAPISTE:

- 76% split end reduction
- High heat protection, up to 450°



RESISTANCE

Force Architecte

For Damaged Hair

DIAGNOSIS:

- Rough to the touch
- Brittle hair
- Cuticles are raised and separated

FEATURES:

CIMENT-CYLANE COMPLEXE

- Intra-Cylane - provides structural reinforcement
- Pro-Keratin - fills in the gaps
- Ceramides - external cohesion and smooths the surface cuticle

RESURRECTION SAP

Derived from Resurrection Plant to restore fiber and bring hair back to life

BENEFITS:

- Rebuilds and repairs the hair fiber
- Smooths and protects the surface
- Thermal protection
- Heals and seals the hair fiber



RESISTANCE Extentioniste

Reinforce and Optimize the Length of Damaged Hair

DIAGNOSIS:

- Hair looking for longer lengths
- Facing breakage and split ends

FEATURES:

CREATINE R COMPLEX

- For reinforcement of the internal structure

MALEIC ACID

- Very small particles that penetrate the fiber

TAURINE

- An Amino Acid with a protective effect on the hair follicle.

BENEFITS:

- Recovers the hair fiber's perfect condition
- Reinforces and seals the cuticle from root to ends
- Helps to ensure a healthy and stimulated scalp environment

SERUM EXTENTIONISTE

Ceramides act on superficial damage level – ideal for the root area - and help to restore the cuticle to protect the fiber as it grows



CURL MANIFESTO

Ultimate Professional Care for All Curls And Coils

DIAGNOSIS:

For all waves, curls and coils

FEATURES:

HYDRATING MANUKA HONEY

- Powerful natural honey of New Zealand that nourishes curly hair to restore vitality

CEMENTING CERAMIDE

- Patented biomimetic ceramide restores softness, smooths and strengthens hair fiber

DEFINING GLYCERIN

- A moisturizing agent to achieve perfect shape definition

BENEFITS:

- Gentle, creamy shampoo that cleanses scalp and hair to remove impurities and buildup
- Lightweight moisture replenishing conditioner that reduces frizz, detangles knots, and adds shine without weight
- Extra rich nourishing mask that strengthens, conditions to reduce frizz, promotes hair bounce and add shine to curls
- Moisturizing frizz-reducing leave-in treatment that detangles, defines and strengthens curls, and heat protection to 450°F
- Nourishing multi-use scalp & hair oil that reduces breakage, hydrates, softens, and defines shape while reducing frizz
- Curl defining gel-cream that amplifies curls' natural shape
- Second day curl refreshing spray that redefines, reactivates and acts as a humidity shield to instantly reduce frizz



GENESIS

More Strength. Less Breakage

DIAGNOSIS:

For weekend hair prone to breakage from brushing

FEATURES:

DUAL ACTION FORTIFYING HAIRCARE

• Edelweiss Native Cells + Ginger Root + Arginine + Caffeine
Potent fortifying formula that provides immediate strength & softness, detangles, and adds moisture & shine

BENEFITS:

BAINS, FONDANT, MASQUE

- Gently removes sebum and pollution particles from scalp and hair
- Gently cleanses scalp and hair while adding moisture
- Provides immediate strength and softness
- Intense nourishment and hydration

DEFENSE THERMIQUE

- Detangles and hydrates without frizz
- Eases blow-drying and styling
- Protects hair from blow-dry heat
- 24H protection against frizz even in high conditions of humidity

SERUM FORTIFIANT

- Strengthens hair
- Reduces hair fall due to breakage from brushing



GENESIS

Duel Action Haircare for Short Hair

DIAGNOSIS:

For weakened hair prone to thinning

FEATURES:

CREATINE

- To help strengthen hair strands

GINGER ROOT

- To help protect hair against damage

EXPANDING POLYMERS

- For immediate fuller looking hair

BENEFITS:

- Leaves a cooling sensation while removing impurities, dirt, and oil to strengthen weakened hair that is prone to thinning
- Provides instant thickening hair action while providing volume & texture
- Instantly thickens and provides volume for 24 hours
- Wax pomade, perfect for adding volume and layered texture with a flexible, workable hold



CHROMA ABSOLU

Restoring Acid Care for Color Treated Hair

DIAGNOSIS:

For hair in need of preventing hair color from fading by addressing sensitivities caused by hair color

FEATURES:

AMINO ACID

- Rebuilds hair from the inside out

LACTIC ACID

- Gently exfoliates and seals surface of hair

TARTARIC ACID

- Reduces oxidative stress

CENTELLA ASIATICA

- Know for its recovery properties

BENEFITS:

- Sulfate and silicone free Bain formulas that gently cleanses and hydrates hair while respecting fiber to protect color from stripping away or fading
- A powerful conditioning Fondant & Masque formulas able to fill porosity, hydrate, strengthen and preserve vibrant color
- A hydrating color correcting Masque formula to instantly neutralize unwanted red undertones cooler brunette color LEVELS 1-4 ONLY
- A miracle Gloss Treatment formula intensely cares for fiber while transforming and sealing the surface for reduced porosity and bright shine.
- A moisturizing Blow Dry Spray formula intensely shields and protecting against multiple external aggressors: oxidative stress, humidity, and heat.



CHROMA ABSOLU

BLONDE ABSOLU

Ultra-Violet Care for Blonde Hair

DIAGNOSIS:

- For blondes seeking neutralization and or fiber care
- For highlighted, lightened or bleached blonde hair
- Gray hair

FEATURES:

ULTRA-CONCENTRATED HYALURONIC ACID

- Fills & strengthens fiber damage from within
- Resurfaces cuticle for uniform porosity

ULTRA-VIOLET NEUTRALIZERS

- Durably neutralizes brassy & yellow tones
- Tailor results through product pairing

EDELWEISS FLOWER

- Anti-oxidative power against daily damage
- Softens & calms sensitized fiber

BENEFITS:

- Fortifies & hydrates hair fiber
- Smooths fiber with a light touch
- Illuminates natural shine & softness
- Neutralizes brassy & yellow undertones
- Boosts color & reflects luminosity



BLOND ABSOLU CICAEXTREME

For Extreme Blonde Hair

DIAGNOSIS:

- Post bleaching procedure care for extreme blonde hair
- For the most serious lightening care, naturally dark base, and curly haired blondes

FEATURES:

HYALURONIC ACID DUO

- More powerful than ever for hydrating and plumping the hair fiber

EDELWEISS OIL

- Nourishing rich actives for fiber softness and recovery

BENEFITS:

- 1st shampoo-in-cream to deeply moisturize hair post-bleaching
- Super nourishing, boosted hydration, and more strength
- Deep post procedure care for reduced surface damage
- Highly conditioning, increased resilience, and beautiful appearance
- 1st intense blonde strengthening oil concentrate
- Post bleach recovery providing stronger, shinier hair
- Recovers and restores the hair damage overnight
- Protects against breakage and split ends
- Hydrates hair for a luminous, smoother appearance



DISCIPLINE

Fluidéaliste

For Frizz-Prone Hair, Looking For Smoothness

DIAGNOSIS:

- Difficult to manage & blow-dry
- Frizz & Flyaways

FEATURES:

MORPHO-KERATINE™

Technology restores inner flexibility and weightlessly disciplines the outer fiber for perfect hair movement, taming frizz and protecting against humidity.

- Surface protector - to make the hair smooth, soft, and easy to detangle
- High precision care agent - for restoration with a natural, weightless effect
- Softening agents - to make hair extremely soft to the touch
- Lipid agents - to smooth the hair and provide frizz protection

BENEFITS:

- Smooth hair with fluidity and movement
- Softness and radiance
- Quicker and easier blow-dry and brushing
- 72 hours of frizz and humidity control (using cleanser, condition, and spray)



DISCIPLINE

OLEO-RELAX

Control-In-Motion

DIAGNOSIS:

- For voluminous and frizz-prone hair
- Really dull hair

FEATURES:

MORPHO-HUILES COMPLEXE

Shorea Butter | Virgin Coconut Oil |
Rosa Muscata Fruit Oil | Inca Peanut Oil

- Keeps hair beautifully smooth
- 24 hour manageability in 80% humidity

BENEFITS:

- Makes hair sleek and supple
- All-day shinier hair
- Improves manageability
- Suppresses volume
- 450° F heat protection (Sérum Oléo-Relax)

BAIN OLÉO-RELAX



CLEANSE

MASQUE OLÉO-RELAX



TREAT

SÉRUM OLÉO-RELAX



PRIME



DISCIPLINE OLEO-RELAX

DENSIFIQUE

For Life-Stressed Hair

DIAGNOSIS:

- Lack of density
- Hair has become thinner over time

FEATURES:

- **Hyaluronic Acid** - natural mineral that retains up to 1,000 times its weight in moisture. Hydrates and plumps the hair.
- **Gluko-Peptide** - enters the deepest layers of the cuticle to treat surface irregularities and restore uniformity.
- **Ceramide** - strengthens the hair fiber to prevent breakage
- **Intracylane** - amplifies diameter of each hair strand (Fondant)

BENEFITS:

- More Shine, lushness through ends
- More Substance, fullness through mid-lengths
- More Resilience, strength beginning at the root



ELIXIR ULTIME

A Precious Alliance of Indulgent Ingredients to Take Shine to the Next Level

DIAGNOSIS:

- Dull hair

FEATURES:

MARULA OIL + OLÉO COMPLEXE

- Longer lasting shine
- Lighter formula for a lightweight finish
- Instant softness & smoothness
- Intense fiber nutrition

BENEFITS:

BAIN, FONDANT, AND MASQUE ELIXIR ULTIME

- Respects hair integrity
- Revives natural strength
- Provides long-lasting shine
- Delivers smoothness

L'HUILE ORIGINALE

- Multiple uses – before, during and/or post blow dry
- Ultimate Shine and nourishment
- Fast absorption – weightless touch



SPECIFIQUE DIVERGENT

Dual Action Balancing Care for Oily Roots and Dry Ends

DIAGNOSIS:

- Oily roots and sensitized ends

FEATURES:

AMINO ACID

- Gently cleanses and intensely cares to balance the hair fiber and scalp
- Conditions & reinforces to limit oxidation stress

CERAMIDE

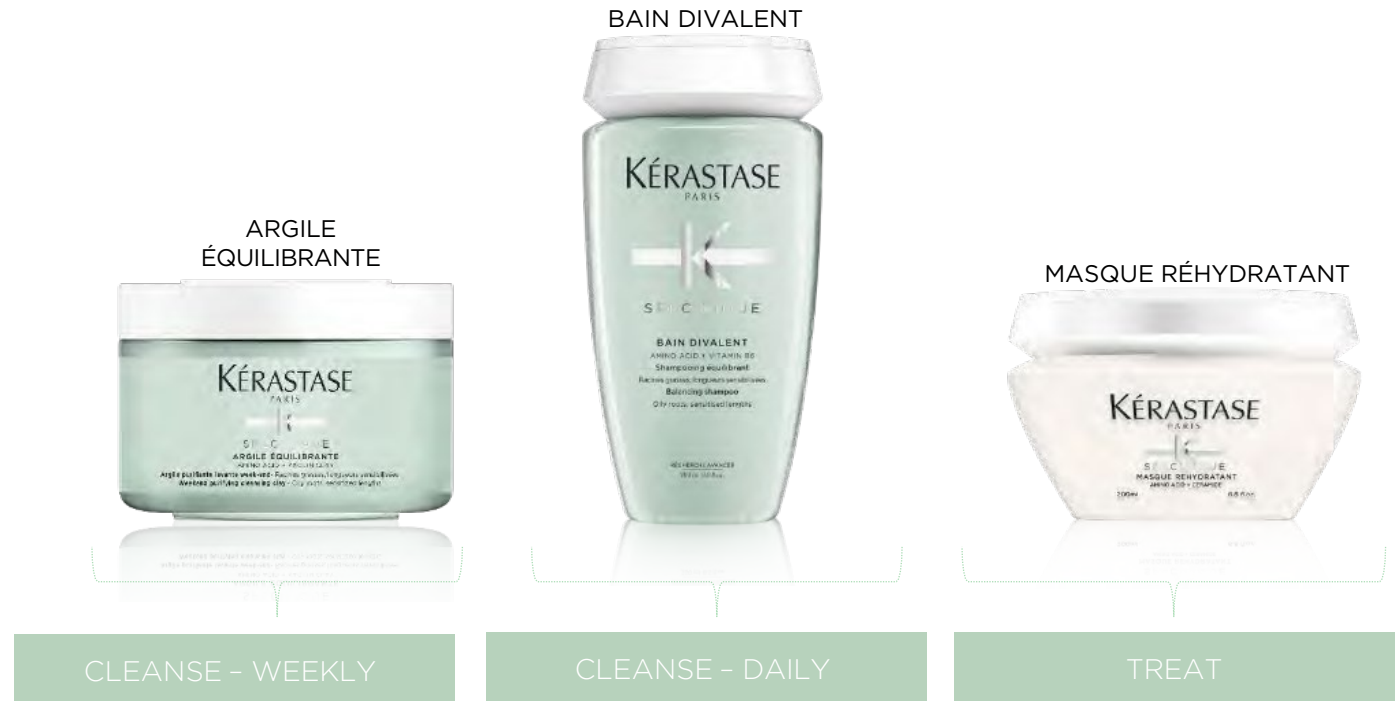
- Hair 'cement' helps to improve the fiber's ability to resist breakage and lock in moisture

KAOLIN CLAY AND MENTHOL

- Molecular sponge that absorbs excess sebum and pollution
- Leaves scalp feeling invigorated and refreshed

BENEFITS:

- Removes impurities without stripping
- Provides a root lift effect and adds volume
- Facilitates detangling
- Great for clients who shampoo infrequently
- Lightweight gel-masque that instantly rebalances hair's hydration and sebum level



SPECIFIQUE POTENTIALISTE

Universal Scalp Defense Serum

DIAGNOSIS:

- Unbalanced scalp: dry, sensitive or oily

FEATURES:

PREBIOTIC

- 10% Bifidus Prebiotic respects scalp Microbiome

1% VITAMIN-C DERIVATIVE

- Neutralizes the effects of daily oxidative aggressors that protects the scalp and hair at the roots

BENEFITS:

- Microbiome is the ecosystem of living bacteria and fungi naturally presented on the scalp's surface. **Potentialiste** provides a faster Microbiome recovery after cleansing.
- Scalp is more refreshed with a cooling sensation
- Scalp feels more hydrated and less itchy
- Scalp feels less sensitive and more comfortable

POTENTIALISTE



PRIME - SCALP

Essential Revitalizing Care For Scalp & Hair

DIAGNOSIS:

- For scalp and hair seeking anti-aging benefits

FEATURES:

HYALURONIC ACID

- Known to moisturize and hydrates both scalp & fiber, plumps fiber from within for fuller effect

VITAMIN E

- Known to protect from external aggressors, protects from UV damage, pollution and free-radicals

ABYSSINE

- Deep sea miracle molecule that invigorates and revitalizes fiber for a flawless finish

BENEFITS:

- Revitalizing shampoo to fight the signs of aging scalp & hair
- Revitalizing and nourishing masque for moisture, softness and shine
- Seals cuticle and protects hair from heat up to 450F
- High concentration of fragrance with nourishment and lasting shine



Advanced scalp and hair concentré for all hair types

DIAGNOSIS

- Hair looking for regeneration

FEATURES: REPLENISHING COMPLEXE

- SP94 - reinforces hair structure and strength through the lengths
- Ceramides - reduces breakage by strengthening hair's intercellular cement
- Conditioning Agents and UV Filters - smooth and soften hair
- Green Tea Extract - Anti-Oxidant Protection

BENEFITS:

- 1 - Strength 2 - Shine 3 - Softness 4 - Substance
- Maximizes the potential length of your hair, keeping it longer and stronger as it grows
- Lightweight silky texture

INITIALISTE



PRIME -SCALP

SERUMS

	SERUM EXTENTIONISTE	SERUM FORTIFIANT	SERUM NUIT ANTIPELICULAIRE INTENSIF	INITIALISTE
TARGET	HAIR IN SEARCH OF BEAUTIFUL LENGTHS	WEAKENED HAIR, PRONE TO FALLING DUE TO BREAKAGE FROM BRUSHING	SCALP PRONE TO DANDRUFF	HAIR SEEKING FOR PERFECTION
CLIENT'S CONCERNS	"I want strong hair that stop breaking to achieve a long hair look"	"I notice an abundance of hair in my brush"	"I have an itchy scalp and noticeable dandruff"	"I want shinier hair that feel softer and with more body"
DURATION	3 MONTHS ONCE OR TWICE A WEEK	DAILY USE	3X's A WEEK	4 WEEKS DAILY USE
ACTIVE TECHNOLOGY	CERAMIDES + CRÉATINE R	ARGININE, GINGER ROOT & CAFFEINE	SALICYLIC ACID	REGENERATING COMPLEX (Polyphenol, Gluco-Lipid, Ceramides)
CLAIMS	- Scalp serum for stronger hair - Ceramide protects the hair during its growth	97% less hair fall due to breakage from brushing**** - Detangle and moisturize while immediately increasing strength and softness	- Soothe and hydrate scalp and hair - For softer, shinier, 2X more hydrated hair***- Help eliminate symptoms of dandruff	- Generates stronger, longer and more beautiful hair** - Substance activation serum
KEY WORDS	 STRENGTH ACTIVATION SERUM SHINIER	 STRENGTHEN HAIR FALL DUE TO BREAKAGE FROM BRUSHING	 DANDRUFF SOOTH & HYDRATE SALICYLIC ACID	 ADAPTED TO ALL HAIR TYPES VEGETAL NATIVE CELLS

**Self-evaluation by 122 users over a period of 30

***System Bain Creme Antipelluculaire + Serum Nuit Antipelluculaire

****System of Bain Hydra-Fortifiant + Fondant Renforceur + Serum

Fortifiant vs Non-Conditioning Shampoo.



SERUMS

SERUMS

	BLOND ABSOLU	POTENTIALISTE	NUTRITIVE	NUTRITIVE
TARGET	HAIR SEEKING FOR PERFECTION	FOR UNBALANCED SCALPS	FOR DRY SCALP	FOR SPLIT ENDS
CLIENT'S CONCERNS	"I want stronger more hydrated hair after bleaching services"	"I want my scalp to be rebalanced to achieve healthy hair"	"I want my scalp to be NOURISHED"	"I want to reduce my split ends to achieve a shinny, healthy looking finish"
DURATION	DAILY USE	DAILY USE	DAILY USE	DAILY USE
ACTIVE TECHNOLOGY	HYALURONIC ACID	PROBIOTICS + VITAMIN C	NIACINAMIDE + PLANT-BASED PROTEINS	NIACINAMIDE + PLANT-BASED PROTEINS
CLAIMS	45% Stronger hair** - Instantly hydrates scalp and hair	- Scalp barrier get more resistant - Reduce oxidative stress and energize the scalp	Immediate boost of hydrations for the scalp	2X LESS SPLIT ENDS
KEY WORDS	 SCALP TO ENDS SERUM HYALURONIC ACID STRENGTH LEAVE IN TREATMENT	 SCALP COMFORT INSTANTLY HYDRATED AND PROTECTED BALANCED SCALP AFTER 1 BOTTLE	 INSTANT NOURISHMENT FOR THE SCALP	 2X LESS SPLIT ENDS, SHINE & SOFTNESS **Self-evaluation by 122 users over a period of 30 days Instrumental test after application of the tested condition (US) *vs unwashed hair **vs non-conditioned shampoo

COUTURE STYLING

Luxurious styling power with a soft, touchable finish

FULLNESS & BODY



**MOUSSE
BOUFFANTE**

Volumizing
Mousse

STYLE MEMORY



**L'INCROYABLE
BLOW DRY LOTION**

Miracle Reshapable
Heat Lotion

TEXTURE



**VOLUME IN POWER
V.I.P**

Texturizing Spray

HOLD



**LAQUE
COUTURE**

Medium Hold
Hairspray



**LAQUE
EXREME**

Extreme Hold
Hairspray

FRESH AFFAIR

Our 1st 24hr Fine Fragrance Dry Shampoo

CHEAT ON BAD HAIR DAYS

FEATURES:

VITAMIN E

- Nourishment on the scalp and hair

RICE STARCH

- Ultimate product and oil absorption

BENEFITS:

- Instantly absorbs excess oil on scalp & hair
- 24HR long lasting fragrance with a neroli scent
- Fine powder spray for a lightweight touch with a clean feeling
- Refresh hair at home + on-the-go
- Silicone free

HOW TO USE:

1. BLOW-DRY EXTENDER

Spray Fresh Affair at the roots after your hair is freshly blown out to prevent an oily scalp.

2. PRE & POST GYM TIP

Spray Fresh Affair at the nape first then apply in sections working towards the front hairline. Twist hair into a top knot and spray the bun with Fresh Affair.

3. NIGHTTIME ROUTINE

For your nighttime routine, spray Fresh Affair from roots to the ends for overnight absorption.



Mousse Bouffante

LUXURIOUS VOLUMIZING MOUSSE

BENEFITS:

- *Buildable volume and body*
- *Adds fullness and structure without weight*
- *Flexible movement*

HOLD:

Medium and flexible

CREATE:

All-over volume or bouffant styles

HOW TO USE:

1. *Apply on towel-dried hair from roots to ends.*
2. *Style as usual with heat tools.*



L'Incroyable Blowdry

MIRACLE RESHAPABLE HEAT LOTION

BENEFITS:

- *Reposition all styles*
- *Thermo-protection*
- *Unparalleled shape memory*
- *Slows greasing*
- *96 hour extreme anti-frizz*
- *450° heat protection*

HOLD:

Flexible

CREATE:

Endless style options with one application. Restyle hair from curls to straight, or from volume to a sleek finish. Works best with heat. For fine to normal hair.

HOW TO USE:

1. *Apply to towel-dried hair, blowdry and heat style to set the shape.*
2. *Reactivate by reapplying heat and not reapplying the product.*



COUTURE STYLING

V.I.P.

TEXTURIZING SPRAY

BENEFITS:

- *Reshapeable hold can Instantly provide body, volume, and grip*
- *Provides volume and hold*
- *Same day restyling without adding more spray*

HOLD:

Stronghold

CREATE:

Create tousled or structured styles

HOW TO USE:

1. *Shake well before applying to pre-dried or dried hair.*
2. *Work hair with fingers to add instant volume and style.*



Laque Couture

MEDIUM HOLD HAIRSPRAY

BENEFITS:

- *Sets and locks styles*
- *Highly workable*
- *Frizz control*
- *Color-protection*

HOLD:

Medium and flexible

CREATE:

All styles. Great to set all styles in place

HOW TO USE:

1. *Hold can 10-12 inches from hair.*
2. *Spray onto dry hair using an even, all-around, circular motion.*
3. *Reapply as needed.*



HOLD

COUTURE STYLING

Laque Extreme

EXTREME HOLD HAIRSPRAY

BENEFITS:

- *No flaking, no stiffness, no residue*
- *Adds shine and locks in volume*
- *Lasting touchable results*
- *24-hour control and humidity resistance*

THE TECHNOLOGY:

TRIPLE MIST DIFFUSION

- *Triple mist spray with 3 individual actuators for precise “targeting”*
- *Super-fine, fast-drying mist*
- *Highest concentration level of polymers for within each droplet*

HOLD:

Extreme High Hold Hairspray

CREATE:

Bold looks

HOW TO USE:.

1. *Hold can 10-12 inches from hair.*
2. *Spray onto dry hair using an even, all-around, circular motion.*



HOLD

COUTURE STYLING



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