

NEW

PREMIÈRE





**AFTER 10 YEARS OF RESEARCH.
A NEW GENERATION OF CARE.**

Dual action repair.

**Kérastase's breakthrough innovation
addressing consumer needs with a professional-first offering**



OPPORTUNITY IN REPAIR

#1

HAIR CONCERN IS
DAMAGE

80%

WOMEN HAVE
DAMAGED HAIR

7/10

WOMEN GET
CHEMICAL SERVICES
CAUSING DAMAGE

CALCIUM

IN YOUR SHOWER WATER AMPLIFIES DAMAGE

DAMAGED HAIR IS

**MORE
POROUS**

DAMAGED HAIR ABSORBS

**3X
MORE
CALCIUM**

INSIDE

RIGIDITY, STIFFNESS
& BREAKAGE



OUTSIDE

DULLNESS
& ROUGHNESS



AT EACH CONTACT WITH WATER CALCIUM ACCUMULATES CREATING

PERSISTENT DAMAGE



NEW
PREMIÈRE

CITRIC ACID + GLYCINE

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.

*with continuous use of the full system



**REIGNITE YOUR
INNER STRENGTH**

KÉRASTASE

PARIS

X

SYDNEY SWEENEY



INGREDIENTS

[] CITRIC ACID

Eliminates calcium overdose, reconnecting broken links between keratin chains.

[] GLYCINE

Dramatically reduces breakage & help neutralize dullness & stiffness.



KÉRASTASE
PARIS

K

PREMIÈRE

CONCENTRÉ DÉCALCIFIANTE
ULTRA-RÉPARATEUR

8% [CITRIC ACID + GLYCINE]

Traitement pré-shampooing
décalcifiant réparateur

Tous types de cheveux abîmés

Decalcifying repairing
pre-shampoo treatment

All types of damaged hair

À RINCER - RINSE-OUT

RECHERCHE AVANCÉE

250 ml 8.45 fl.oz.

A LUXURIOUS FINE FRAGRANCE FOR AN ELEVATED EXPERIENCE

PORTOFINO SUMMER

*Created by French perfumers: **Alexandra CARLIN** & **Catherine POENSIN STEFANI***

TOP NOTES

mandarin & citrus

MIDDLE NOTES

Silky and delicate flowers

BOTTOM NOTES

Enveloping Woody facets

PREMIÈRE LINE UP

IN-SALON



IN-SALON EXCLUSIVE

CONCENTRÉ
DÉCALCIFIANT
ULTRA-RÉPARATEUR
\$56

BAIN DÉCALCIFIANT
RÉPARATEUR
\$46

CONCENTRÉ LIQUIDE
RESURFAÇANT
\$54

MASQUE FILLER
RÉPARATEUR
\$55

RETAIL



BREAKTHROUGH INNOVATION

CONCENTRÉ DÉCALCIFIANT
ULTRA-RÉPARATEUR
REPAIRING PRE-SHAMPOO
TREATMENT
\$58

BAIN DÉCALCIFIANT
RÉPARATEUR
REPAIRING
SHAMPOO
\$42

FONDANT FLUIDITÉ
RÉPARATEUR
REPAIRING
CONDITIONER
\$48

MASQUE FILLER
RÉPARATEUR
ANTI-BREAKAGE
REPAIRING MASK
\$68

SÉRUM FILLER
FONDAMENTAL
ANTI-FRIZZ
REPAIRING SERUM
\$46

HUILE GLOSS
RÉPARATRICE
INTENSIVE SHINE
REPAIRING OIL
\$46



YOUR REPAIR HERO

DUAL-ACTION CONCENTRATED FORMULA

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

8% CITRIC ACID & GLYCINE COMPLEX

RESTORE UP TO 99% OF HAIR'S ORIGINAL STRENGTH

93% LESS BREAKAGE

75% MORE SHINE

SALON PROTOCOL

LEVERAGE THE POWER OF LAYERING FOR MAXIMUM RESULTS

RINSE



STEP 1 1st Layering

**DECALCIFY×REPAIR
AT THE CORE**

CONCENTRÉ DÉCALCIFIANTE ULTRA-RÉPARATEUR + BAIN



STEP 2 2nd Layering

**DECALCIFY×REPAIR
AT THE SURFACE**

CONCENTRE LIQUIDE RESURFACANT + MASQUE



EXCLUSIVE IN SALON SERVICE

UNLOCK YOUR PROFIT POTENTIAL

BACKBAR

STYLING STATION

1.



CLEANSE

**CONCENTRÉ DÉCALCIFIANT
ULTRA-RÉPARATEUR + BAIN
DÉCALCIFIANT RÉPARATEUR**

APPLY CONCENTRE TO WET
HAIR & LAYER THE BAIN &
RINSE

2.



IN-SALON EXCLUSIVE

TREAT

**CONCENTRÉE LIQUIDE
RESURFAÇANT+ MASQUE
FILLER RÉPARATEUR**

APPLY CONCENTRE TO WET
HAIR & LAYER THE MASQUE
& RINSE

3.



PRIME

**SÉRUM
RÉPARATEUR
FONDAMENTAL**

PROTECT WITH SERUM-
APPLY TO WET HAIR AND
STYLE AS DESIRED

4.



FINISH

**HUILE LUMIÈRE
RÉPARATRICE**

STYLE WITH THE HUILE
FOR SHINE

KERASTASE RECOMMENDATION:

\$65 SUGGESTED SERVICE PRICE = \$30 SALON PROFIT PER SERVICE*

*assume 50% Stylist comm



PREMIÈRE CONCENTRÉ DÉCALCIFIAN ULTRA-RÉPARATEUR ★

I. PRE-TREAT

REPAIRING PRE-SHAMPOO TREATMENT

All types of damaged hair

8%[CITRIC ACID + GLYCINE COMPLEX]

Repairing pre-shampoo treatment for all types of damaged hair. This powerful system removes calcium build up that causes damage and restores up to 99% of hair's original strength*. It repairs persistent damage, reversing stiffness and dullness for 75% more shine**. For 93% less breakage***, it reinforces weak hair bonds and reconnects broken links between keratin chains*.

APPLICATION

Apply generously on wet hair before shampoo and massage throughout. Leave on for 5 minutes. **Don't rinse and layer Première Bain directly on top** to maximize efficacy. Massage and emulsify. Rinse and follow with Première Fondant or Mask.

*with continuous use of the full system

**vs. unwashed hair

****vs. non conditioning shampoo

2. CLEANSE

PREMIÈRE BAIN DÉCALCIFIANTE RÉPARATEUR

REPAIRING SHAMPOO

All types of damaged hair

[CITRIC ACID + GLYCINE]

A sulfate-free formula that gently cleanses scalp and hair for all types of damaged hair. This powerful system removes calcium build up that causes damage and restores up to 99% of hair's original strength*. It repairs persistent damage, reversing stiffness and dullness for 73% shinier hair**, and 2x smoother hair***. Hair is 93% stronger***.

APPLICATION

Apply on wet hair, **layered on top of Première Pre- Shampoo Treatment**. Massage and emulsify. Rinse thoroughly. Follow with Première Fondant or Mask.

*with continuous use of the system

**vs. unwashed hair

** vs. non conditioning shampoo



THE POWER OF LAYERING

FOR EXCEPTIONAL RESULTS



**SUPERCHARGE
YOUR SHAMPOO**

CONCENTRÉ DÉCALCIFLANT
ULTRA-RÉPARATEUR

REPAIRING PRE-SHAMPOO TREATMENT



**LAYERED WITH THE POWER OF AN
ULTRA SENSORIAL FORMULA**

BAIN DÉCALCIFLANT
RÉPARATEUR

REPAIRING SHAMPOO

3. TREAT



PREMIÈRE FONDANT FLUIDITÉ RÉPARATEUR

REPAIRING CONDITIONER

All types of damaged hair

[CITRIC ACID + GLYCINE]

A lightweight formula for all types of damaged hair that instantly restores hydration and reduces hair rigidity; for 97% stronger hair*, 7x smoother hair* and 82% shinier hair**.

APPLICATION

Apply to shampooed, towel-dried hair. Massage through lengths and ends. Leave on for 3 to 5 minutes. Rinse.

*vs. non conditioning shampoo
**vs. unwashed hair

3. TREAT

PREMIÈRE MASQUE FILLER RÉPARATEUR

ANTI-BREAKAGE REPAIRING MASK

All types of damaged hair

[GLYCINE]



A repairing mask that protect against breakage for 98% stronger hair*, 53% shinier hair** and 7x's smoother hair*. This luxurious mask adds hydrations to hair and visibly reduces the appearance of split ends.

APPLICATION

Apply to shampooed, towel-dried hair. Massage through lengths and ends. Leave on for 5 minutes. Rinse.

*vs. non conditioning shampoo
** vs. unwashed hair

4. PRIME

PREMIÈRE

SÉRUM FILLER FONDAMENTAL

REPAIRING ANTI-FRIZZ SERUM

All types of damaged hair

[GLYCINE]

A lightweight leave in serum that repels humidity, deeply nourishes hair and locks out frizz for 3x's smoother hair*. This serum protects from heat damage up to 450°F. It visibly reduces the appearance of split ends and provides 99% stronger hair* and 85% shinier hair**.

APPLICATION

Apply on towel-dried hair.

Leave-In. Blow-dry and heat style.

*vs. non conditioning shampoo

** vs. unwashed hair



4. FINISH

PREMIÈRE HUILE GLOSS RÉPARATRICE

INTENSIVE SHINE REPAIRING OIL

All types of damaged hair



Intensive shine repairing oil for all types of damaged hair that radically neutralizes persistent dullness caused by damaged hair for 4x shinier hair*. Hair is 99% stronger** and the oil visibly helps reduce split ends. This luxurious oil protects from heat damage up to 450°F.

APPLICATION

Apply 1 or 2 pipette to damp or dry hair.
Leave-In. Blow-dry and heat style.

*vs. unwashed hair

**vs. nonconditioning shampoo

PROFESSIONAL ONLY PRODUCT

PREMIÈRE CONCENTRÉ LIQUIDE RESURFAÇANT

LIQUID REPAIRING CONCENTRE

All types of damaged hair

2% [CITRIC ACID]

BENEFITS

An intense decalcifying system* with a salon exclusive concentrate that removes calcium* overdose and provides 87% less breakage**, and 70% more shine** . This concentrate seals and smooths hair surface, for 56% more hydrated hair***.

APPLICATION

Apply to shampooed and towel-dried hair. Massage through lengths and ends. Leave on for 5 minutes before **layering** with the Première Mask. Rinse thoroughly.

*with continuous use of full system
**vs. unwashed hair
***vs. nonconditioning shampoo



WHICH RANGE IS RIGHT FOR YOUR CLIENT?

ALL DAMAGE (INTERNAL + EXTERNAL)

PREMIERE



ALL TYPES OF DAMAGED HAIR

REMOVE CALCIUM
OVERDOSE & RECONNECT
BROKEN KERATIN LINKS

COLOR CARE

CHROMA ABSOLU



ALL COLOR TREATED HAIR

COLOR VIBRANCY
& SHINE

BLOND ABSOLU



BLONDE & BLEACHED HAIR

ANTI BRASS
HYDRATING
BLONDE CARE

EXTERNAL DAMAGE

RESISTANCE



DAMAGED HAIR

MECHANICAL
DAMAGE
(THERMAL DAMAGE)

IN SALON SUPPORT

360 MERCHANDISING



WINDOW POSTER



LARGE GLORIFIER



BOOKEND
MAGNET & INSERT



EASEL



MIRROR
CLING



PRICE LIST



SMALL GLORIFIER

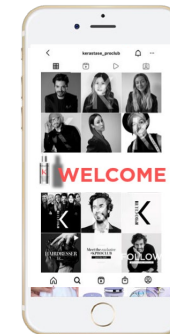
EDUCATION



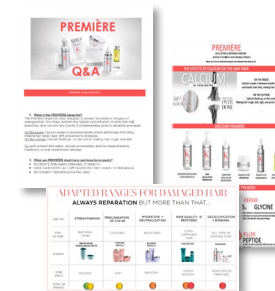
FLIP-SNACK: PK GUIDE & HOW TO



ACCESS
L'OREAL



K PRO CLUB



TEARPAD & BACK ROOM
POSTER



STYLIST LEARNER
WORKBOOK

LUXURY OFFER

Price		Value	Savings	%	
\$2,204		\$3,305.84	\$1,101.84	33%	
Material Code		Quantity	Material Description	Salon Cost	
Retail				Unit	Total
E4171100	15	Premiere Concentre 250ML	\$ 29.00	\$ 435.00	
E4171000	15	Premiere Bain 250ML	\$ 21.00	\$ 315.00	
E4186900	15	Premiere Fondant 200ML	\$ 24.00	\$ 360.00	
E4171200	9	Premiere Masque	\$ 34.00	\$ 306.00	
E4170900	14	Premiere Serum 90ML	\$ 23.00	\$ 322.00	
E4115200	14	Premiere Lumiere 30ML	\$ 23.00	\$ 322.00	
E4109900	6	Premiere Bain Travel Size 80ML	\$ 11.00	\$ 66.00	
E4114400	6	Premiere Concentrate Travel Size 45ML	\$ 13.00	\$ 78.00	
				\$2,204.00	
Receive Complimentary: Backbar & Samples				Unit	Total
E4114800	3	Premiere Concentre PRO US 1L V235	\$56.00	\$168.00	
E4114500	3	Premiere Bain PRO 1L US V235	\$46.00	\$138.00	
E4114600	3	Premiere Masque PRO US 500ML V235	\$55.00	\$165.00	
E4114200	3	Premiere Liquid Concentrate US 400ML V235	\$54.00	\$162.00	
E4170900	4	Premiere Serum SSP (retail product stickered)	\$23.00	\$92.00	
E4115200	4	Premiere Oil SSP (retail product stickered)	\$23.00	\$92.00	
E4110100	36	Bain Sachet 10ML	\$0.84	\$30.24	
E4111800	36	Fondant Sachet 10ML	\$1.20	\$43.20	
E4111700	36	Masque Sachet 15ML	\$2.55	\$91.80	
E4111600	36	Serum Sachet 6ML	\$1.53	\$55.20	
E4111500	24	Huile Sachet 3.5ML	\$2.68	\$64.40	
P2733300	1	Premiere Window Poster			
P2733400	1	Premiere Small Glorifier Insert			
P2733500	1	Premiere Large Glorifier Insert			
P2733600	1	Premiere Price List			
P2397500	1	Test Stickers			
P2733700	1	Premiere Bookend			
P2733800	1	Premiere Magnet			
P2768800	10	Premiere Mirror Cling			
P2768900	1	Premiere Easel			
			Total Complimentary	\$1,101.84	
			Total Savings	33%	
Additional Complimentary **Pre-commitment salons only**			unit	total	
E4173500	4	Premiere Luxury Diffuser (sets of 5)	\$100.00	\$400.00	
E4115500	24	Concentre DLX 15ML	\$1.80	\$43.20	
E4110200	24	Bain DLX 30ML	\$2.40	\$57.60	
E4111400	24	Fondant DLX 30ML	\$3.60	\$86.40	
			Value	\$3,705.84	
			Total Complimentary	\$1,501.84	
			Total Savings	41%	

BOUTIQUE OFFER

Price		Value	Savings	%	
\$1,552		\$2,171.66	\$619.66	29%	
Material Code		Quantity	Material Description	Salon Cost	
Retail				Unit	Total
E4171100		12	Premiere Concentre 250ML	\$ 29.00	\$ 348.00
E4171000		12	Premiere Bain 250ML	\$ 21.00	\$ 252.00
E4186900		12	Premiere Fondant 250ML	\$ 24.00	\$ 288.00
E4171200		6	Premiere Masque	\$ 34.00	\$ 204.00
E4170900		10	Premiere Serum 90ML	\$ 23.00	\$ 230.00
E4115200		10	Premiere Lumiere 30ML	\$ 23.00	\$ 230.00
Optional					
E4109900			Premiere Bain Travel Size 80ML	\$ 11.00	\$ -
E4114400			Premiere Concentre Travel Size 45ML	\$ 13.00	\$ -
				\$1,552.00	
Receive Complimentary: Backbar & Samples				Unit	Total
E4114800		2	Premiere Concentre PRO US 1L V235	\$56.00	\$112.00
E4114500		2	Premiere Bain PRO 1L US V235	\$46.00	\$92.00
E4114600		2	Premiere Masque PRO US 500ML V235	\$55.00	\$110.00
E4114200		2	Premiere Liquid Concentrate US 400ML V235	\$54.00	\$108.00
E4170900		2	Premiere Serum SSP (retail product stickered)	\$23.00	\$46.00
E4115200		2	Premiere Oil SSP (retail product stickered)	\$23.00	\$46.00
E4110100		12	Bain Sachet 10ML	\$0.80	\$9.60
E4111800		12	Fondant Sachet 10ML	\$1.20	\$14.40
E4111700		12	Masque Sachet 15ML	\$2.55	\$30.60
E4111600		12	Serum Sachet 6ML	\$1.56	\$18.72
E4111500		12	Huile Sachet 3.5ML	\$2.70	\$32.34
P2733400		1	Premiere Small Glorifier Insert		\$0.00
P2733500		1	Premiere Large Glorifier Insert		\$0.00
P2733600		1	Premiere Price List		\$0.00
P2397500		1	Test Stickers		\$0.00
P2733700		1	Premiere Bookend		\$0.00
P2733800		1	Premiere Magnet		\$0.00
P2768800		5	Premiere Mirror Cling		\$0.00
P2768900		1	Premiere Easel		\$0.00
				Total Complimentary	\$619.66
				Total Savings	29%
Additional Complimentary **Pre-commitment salons only**				Unit	Total
E4173500		2	Premiere Luxury Diffuser (sets of 5)	\$100.00	\$200.00
E4115500		12	Concentre DLX 15ML	\$1.80	\$21.60
E4110200		12	Bain DLX 30ML	\$2.40	\$28.80
E4111400		12	Fondant DLX 30ML	\$3.60	\$43.20
				Value	\$2,371.66
				Total Complimentary	\$819.66
				Total Savings	35%

APPENDIX

Material Code	SAP Description	Material Description	UPC	Salon Price	SRP	OM	Case Pack
E4171100	K PREMIERE LOTION JEL US 250ML V235	Premiere Concentre 250ML	3474637217273	\$29.00	\$58.00	3	12
E4171000	K PREMIERE BAIN RENO US 250ML V235	Premiere Bain 250ML	3474637217266	\$21.00	\$42.00	3	12
E4186900	K PREMIERE FONDANT US 200ML V235	Premiere Fondant 250ML	3474637220624	\$24.00	\$48.00	3	6
E4171200	K PREMIERE MSQ US 200ML V235	Premiere Masque	3474637217280	\$34.00	\$68.00	3	6
E4170900	K PREMIERE SERUM US 90ML V235	Premiere Serum 90ML	3474637217259	\$23.00	\$46.00	6	6
E4115200	K PREMIERE HUILE LUMIERE 30ML V060	Premiere Lumiere 30ML	3474637196813	\$23.00	\$46.00	6	6
E4109900	K PREMIERE BAIN TS US 80ML V235	Premiere Bain Travel Size 80ML	3474637195816	\$11.00	\$22.00	6	48
E4114400	K PREMIERE LOTION TS US 45ML V305	Premiere Concentrate Travel Size 45ML	3474637196738	\$13.00	\$26.00	6	48
E4114800	K PREMIERE LOTION PRO US 1L V235	Premiere Concentre PRO US 1L V235	3474637196776	\$56.00		4	4
E4114500	K PREMIERE BAIN RENO PRO 1L US V235	Premiere Bain PRO 1L US V235	3474637196745	\$46.00		4	4
E4114600	K PREMIERE MSQ PRO US 500ML V235	Premiere Masque PRO US 500ML V235	3474637196752	\$55.00		6	6
E4114200	K PREMIERE LT SEMILIQ US 400ML V235	Premiere Liquid Concentre US 400ML V235	3474637196714	\$54.00		6	6
E4110100	K PREMIERE BAIN SACHET 10ML VF19	Bain Sachet 10ML	3474637195830				
E4111800	K PREMIERE FONDANT 10ML VF19	Fondant Sachet 10ML	3474637196455				
E4111700	K PREMIERE MSQ 15ML VF19	Masque Sachet 15ML	3474637196448				
E4111600	K PREMIERE SERUM 6ML CSR VF19	Serum Sachet 6ML	3474637196431				
E4111500	K PREMIERE HUILE LUMIERE 3.5ML V235	Huile Sachet 3.5ML	3474637196424				
P2733300	KR PREMIERE WINDOW POSTER		884486529978				
P2733400	KR PREMIERE SMALL GLORIFIER		884486529985				
P2733500	KR PREMIERE LARGE GLORIFIER		884486529992				
P2733600	KR PREMIERE PRICE LIST		884486530004				
P2397500	Test stickers		884486498663				
P2733700	KR PREMIERE BOOKEND		884486530011				
P2733800	KR PREMIERE MAGNET		884486530028				
P2768800	KR Premiere Mirror Cling		884486533692				
P2768900	KR Premiere Easel		884486533708				
E4110200	K PREMIERE BAIN RENO DLX 30ML V235	Bain DLX 30ML	3474637195847				
E4111400	K PREMIERE FONDANT DLX 30ML V235	Fondant DLX 30ML	3474637196417				
E4115500	K PREMIERE LOTION JEL DLX 15ML V235	Concentre DLX 15ML	3474637196844				



STAY CONNECTED

#PREMIERE



@Kerastase_official



@KerastaseUSA

KÉRASTASE

PARIS

INTRO OFFER

Price	Value	Savings	%	
\$776	\$1,085.83	\$309.83	29%	
Material Code	Quantity	Material Description	Salon Cost	
Retail			unit	total
E4171100	6	Premiere Concentre 250ML	\$ 29.00	\$ 174.00
E4171000	6	Premiere Bain 250ML	\$ 21.00	\$ 126.00
E4186900	6	Premiere Fondant 250ML	\$ 24.00	\$ 144.00
E4171200	3	Premiere Masque	\$ 34.00	\$ 102.00
E4170900	5	Premiere Serum 90ML	\$ 23.00	\$ 115.00
E4115200	5	Premiere Lumiere 30ML	\$ 23.00	\$ 115.00
			\$776.00	
Receive Complimentary: Backbar & Samples			unit	total
E4114800	1	Premiere Concentre PRO US 1L V235	\$56.00	\$56.00
E4114500	1	Premiere Bain PRO 1L US V235	\$46.00	\$46.00
E4114600	1	Premiere Masque PRO US 500ML V235	\$55.00	\$55.00
E4114200	1	Premiere Liquid Concentrate US 400ML V235	\$54.00	\$54.00
E4170900	1	Premiere Serum SSP (retail product stickered)	\$23.00	\$23.00
E4115200	1	Premiere Oil SSP (retail product stickered)	\$23.00	\$23.00
E4110100	6	Bain Sachet 10ML	\$0.80	\$4.80
E4111800	6	Fondant Sachet 10ML	\$1.20	\$7.20
E4111700	6	Masque Sachet 15ML	\$2.55	\$15.30
E4111600	6	Serum Sachet 6ML	\$1.56	\$9.36
E4111500	6	Huile Sachet 3.5ML	\$2.70	\$16.17
P2733400	1	Premiere Small Glorifier Insert		\$0.00
P2733500	1	Premiere Large Glorifier Insert		\$0.00
P2733600	1	Premiere Price List		\$0.00
P2397500	1	Test Stickers		\$0.00
P2733700	1	Premiere Bookend		\$0.00
P2733800	1	Premiere Magnet		\$0.00
P2768900	1	Premiere Easel		\$0.00
			Total Complimentary	\$309.83
			Total Savings	29%