

SPRING

EARLY ACCESS FOR LAUNCH PRE-COMMITMENT SALONS *4/8
FULL SALON ACCESS 4/15



KÉRASTASE
PARIS

BLOND ABSOLU



2024 SPRING SETS COLLECTION

LUXURY SETS FOR ALL HAIR CONCERNS



ASSORTMENT

NUTRITIVE



Bain Satin 250ml
Lait Vital 200ml
SRP: \$67 (\$84 value)
SALON COST: \$33.50

RESISTANCE



Bain force architecte 250ml
Ciment anti-usure 200ml
SRP: \$67 (\$84 value)
SALON COST: \$33.50

BLOND ABSOLU



Bain UV 250ml
Cicaflash 250ml
SRP: \$72 (\$90 value)
SALON COST: \$36

CURL MANIFESTO



Bain Nutrition douceur 250ml
Fondant Hydratation Essentielle 250ml
SRP: \$72 (\$90 value)
SALON COST: \$36

CHROMA ABSOLU



Bain Chroma Respect 250ml
Fondant CicaChroma 200ml
SRP: \$72 (\$90 value)
SALON COST: \$36

NUTRITIVE ICONICS



Eight Hour Night Serum 90ml
TS Nectar Thermique 50ml
SRP: \$72 (\$90 value)
SALON COST: \$36

SRP INCLUDING 20% DISCOUNT

SALON MARKETING SUPPORT



ASSORTED DELUXE & PACKETTE
SAMPLES INCLUDED IN OFFER TO
DRIVE TRIAL



DIGITAL MARKETING KIT
SHARED 4/1

KÉRASTASE LUXURY SETS PRICE LIST	
CORE LUXURY SETS	PRICE (VALUE)
Nutritive I for intensely nourished hair	\$67 (\$84)
Resistance I for stronger hair	\$67 (\$84)
Blond Absolu I for all highlighted & blonde hair	\$72 (\$90)
Curl Manifesto I for all curls & coils	\$72 (\$90)
Chroma Absolu I for colored treated hair	\$72 (\$90)
NEW Nutritive Iconics I overnight ritual & heat protectant for dry hair	\$72 (\$90)

EDITABLE & PRINTED PRICE LIST

SALON OFFER

PRICE	VALUE		SAVINGS	%
\$ 669.00	\$ 845.50		\$176.50	21%

SKU	Offer	Salon Cost			
BUY-IN					
SKU		Min	Max	Salon Cost	Total Buy In
E4167800	NUTRITIVE FONDANT SET	3	24	\$ 33.50	\$ 100.50
E4167900	NUTRITIVE ICONICS DUO	4	24	\$ 36.00	\$ 144.00
E4163900	BLOND FONDANT SET	3	24	\$ 36.00	\$ 108.00
E4164200	CURL FONDANT SET	3	24	\$ 36.00	\$ 108.00
E4164600	CHROMA FONDANT SET	3	24	\$ 36.00	\$ 108.00
E4164700	RESISTANCE FONDANT SET	3	24	\$ 33.50	\$ 100.50
MERCHANDISING SUPPORT					
P2729400	PRICE LIST EASEL	1	1	-	-
				TOTAL BUY IN	\$ 669.00
				SAVINGS PER SET	TOTAL SAVINGS
SET SAVINGS					
E4167800	NUTRITIVE FONDANT SET			\$ 6.50	\$ 19.50
E4167900	NUTRITIVE ICONICS DUO			\$ 8.83	\$ 35.32
E4163900	BLOND FONDANT SET			\$ 7.00	\$ 21.00
E4164200	CURL FONDANT SET			\$ 7.00	\$ 21.00
E4164600	CHROMA FONDANT SET			\$ 7.00	\$ 21.00
E4164700	RESISTANCE FONDANT SET			\$ 6.50	\$ 19.50
				TOTAL SET SAVINGS	\$ 137.32
COMPLIMENTARY SAMPLES					
E4041400	K NUTRITIVE LAIT VITA DLX 30ML V235		6	\$ 0.47	\$2.82
E4042000	K NUTRITIVE 8HMNS DLX 30ML V235		6	\$ 0.45	\$2.70
E4069200	K GENESIS BAIN DLX US 30ML V382		6	\$ 0.60	\$3.60
E4069300	K GENESIS FONDANT DLX US 30ML V382		6	\$ 0.45	\$2.70
E2923101	K BLOND BAIN LUMIERE 10ML VA21		12	\$ 0.10	\$1.20
E3430200	K BLOND ABS NIGHT SERUM 6ML V058		12	\$ 0.17	\$2.04
E3063700	K BLOND MASQ UV US 15ML V235		12	\$ 0.11	\$1.32
E2923201	K BLOND CICAFLASH 15ML VA21		12	\$ 0.12	\$1.44
E3808100	K CHROMA ABS BAIN LIMPID 10ML A21		12	\$ 0.14	\$1.68
E3807700	K CHROMA ABS FONDANT 10ML VA21		12	\$ 0.14	\$1.68
E3808400	K CHROMA ABS BAIN OPAQUE 10ML VA21		12	\$ 0.14	\$1.68
E3550300	K CURL CREME 10ML VD50		12	\$ 0.16	\$1.92
E3550400	K CURL BAIN 10ML VD50		12	\$ 0.18	\$2.16
E3550500	K CURL MASQ 15ML VD50		12	\$ 0.12	\$1.44
E2690101	KER HUILE ORIGINALE 2*2ML VD50		24	\$ 0.29	\$6.96
E4041200	K NUTRITIVE BAIN RICHE 10ML VD75		12	\$ 0.10	\$1.20
E4041500	K NUTRITIVE MASQUE RICHE 15ML V058		12	\$ 0.12	\$1.44
E1082904	KER NEW CIMENT THERMIQ 10ML VD83		12	\$ 0.10	\$1.20
				TOTAL COMPLIMENTARY	\$ 39.18
				TOTAL VALUE (SET SAVINGS + comp)	\$ 176.50

APPENDIX

DESCRIPTION	MATERIAL NUMBER	UPC	UNIT SALON COST	SRP
 NUTRITIVE FONDANT SET	E4167800	3474637215606	\$ 33.50	\$ 67.00
 BLOND ABSOLU FONDANT SET	E4163900	3474637213237	\$ 36.00	\$ 72.00
 CURL MANIFESTO FONDANT SET	E4164200	3474637213268	\$ 36.00	\$ 72.00
 CHROMA ABSOLU FONDANT SET	E4164600	3474637213305	\$ 36.00	\$ 72.00
 RESISTANCE FONDANT SET	E4164700	3474637213312	\$ 33.50	\$ 67.00
 NUTRITIVE ICONICS DUO	E4167900	3474637215613	\$ 36.00	\$ 72.00

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