



KENRA
COLOR[®]

Color Fearlessly. Color Beautifully.

Discover inspiring & trend-driven innovations with reliability and performance.

From the just-out-of-beauty-school novice to the master colorist, our ever-evolving color portfolio allows for limitless customization and creativity.





Discover Kenra Color

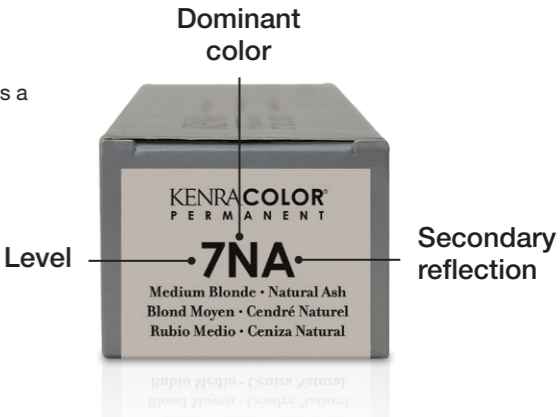
5 Key Features and Benefits

- Balancing Complex 5**
1. Vibrant, long-lasting color
 2. Intense shine
 3. Helps improve hair's condition and manageability
 4. Gentle formulation on hair
 5. Outstanding coverage and color saturation



Kenra Color Shade Identifier
 The Kenra Color shade identifier is easy to read and follows a standard numerical and alphabetical identification system.

Example: **7NA**
Number = Level Identification: **7**
First Letter = Dominant Color Reflection: **Natural (N)**
Second Letter = Secondary Color Reflection: **Ash (A)**



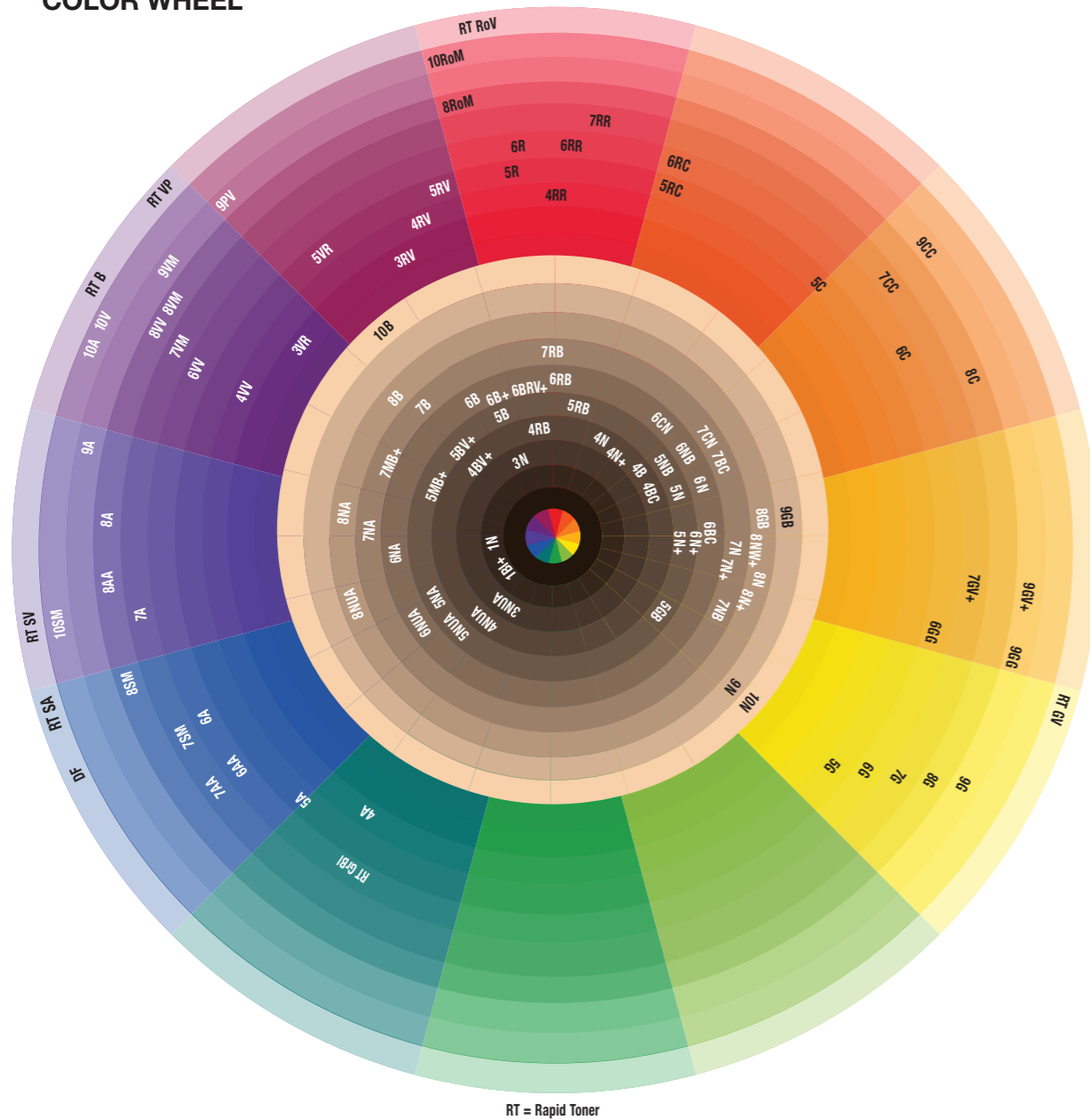
Kenra Color Level System
 The Kenra Color Level System denotes the degree of darkness or lightness of the hair. It ranges from 1-10 with 1 representing the darkest form of brown (referred to as Black) and 10 indicating the lightest (referred to as Extra Light Blonde).

Underlying Pigment
 Underlying pigment refers to the undertones that are exposed anytime natural hair color is lifted. Use this chart to determine what underlying pigment will be exposed at the level you are coloring to and what neutralizing color can benefit your color formulation.

Level	Underlying Pigment	Neutralizing Color
10 Extra Light Blonde	Pale Yellow	Pale Violet
09 Light Blonde	Yellow Gold	Violet
08 Blonde	Light Gold	Violet Blue
07 Medium Blonde	Gold	Blue Violet
06 Dark Blonde	Gold Orange	Dark Blue Violet
05 Light Brown	Orange	Blue
04 Medium Brown	Dark Orange	Blue Green
03 Dark Brown	Red Orange	Green Blue
01 Black	Darkest Red Orange	Green

Note: This system does not observe level two because levels below three are difficult to differentiate to the human eye.

COLOR WHEEL



Notes

SHADE AND TONE

Kenra Color offers a variety of shade families in a balanced collection of warm and cool tones to meet the needs of any client. Each shade series allows for ease of mixing and delivers intense shine and maximum coverage.

Shade Chart		
N	Natural	Combination of the three primary colors calibrated at the designated level to achieve full gray coverage (Permanent) and natural gray coverage up to 75% (Demi-permanent). (See Gray Coverage chart on page 13).
NA	Natural Ash	Calibrated at each level to optimize gray coverage and neutralize warmth. Covers and blends gray while controlling underlying pigment in a single process.
NUA	Natural Ultra Ash	Calibrated at each level with a blend of violet, blue and green tones for maximum warmth control while providing full gray coverage.
+	Monochrome	Deeply saturated tones that create a unique and polished, high shine finish with enhanced gray coverage.
NB	Natural Brown	Cover and blend gray with warm brown tones.
CN	Copper Natural	Copper tones with gray coverage up to 75%.
A	Ash	Neutralizes unwanted warmth to produce a cooler end result. The Ash Series is formulated to neutralize underlying pigment.
AA	Ash Ash	Increased ash pigments for added neutralization of unwanted warm tones.
NB	Neutral Brown/Beige	Pre-mixed neutral beige or brown reflection designed to provide up to 100% gray coverage.
VR	Violet Red	Dominant violet tones supported by red undertones for cool vibrancy at darker levels.
V	Violet	Pale violet tone to reduce or tone unwanted yellow.
VV	Violet Violet	Superior vibrancy and pure violet end results.
PV	Pearl Violet	Combination of blue violet and violet tones to neutralize unwanted yellow-gold tones.
B	Brown/Beige	Warm reflective brown tones from levels 4-7 and beige tones for levels 8-10.
BC	Brown Copper	Warm brown dominant tones supported by copper secondary reflection.
G	Gold	Adds warmth to any color, increased light reflection and a natural gold tonality.
GG	Gold Gold	Superior warmth and vibrancy with a truly gold tonality.
GB	Gold Brown/Beige	Dominant gold tones with secondary brown undertones.
C	Copper	Brilliant warm red/orange tones.
CC	Copper Copper	Superior vibrancy and pure copper end results.
R	Red	True red tones for maximum vibrancy.
RR	Red Red	Superior vibrancy and pure red end results.
RC	Red Copper	Dominant red tones supported by copper undertones for vibrancy.
RB	Red Brown	Dominant red tones supported by secondary reflection of brown.
RV	Red Violet	Dominant red tones supported by cool violet undertones.
SM	Silver Metallic	Cool blue tones supported by blue violet secondary reflection.
VM	Violet Metallic	Cool violet tones supported by a metallic secondary reflection.
RoM	Rose Metallic	Cool rosy tones supported by a metallic secondary reflection.
DF	Diamond Frost	Clear gloss with a slight blue undertone.
Clear	Clear Gloss	Adds shine without change in level or tone.

Shade Chart

KENRACOLOR®

KENRA COLOR SHADE CHART
P = Permanent
D = Demi-permanent

NATURAL

1N P/D	3N P/D	4N P/D	5N P/D	6N P/D	7N P/D	8N P/D	9N P/D	10N P/D
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NATURAL ASH

5NA P	6NA P	7NA P/D	8NA P/D
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NATURAL BROWN

5NB P/D	6NB P	7NB P/D
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ASH

4A P	5A P	6A P/D	7A P/D	8A P	9A P	10A P/D
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ASH ASH

6AA P	7AA P	8AA P
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BROWN/BEIGE

4B P/D	5B P/D	6B P	7B P/D	8B P/D	10B P/D
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NATURAL ULTRA ASH

3NUA P	4NUA D	5NUA P/D	6NUA P/D	8NUA D
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GOLD

5G P	6G P	7G P	8G P
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GOLD BROWN/BEIGE

5GB P	8GB P/D	9GB P/D
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GOLD GOLD

6GG D	9GG D
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BROWN COPPER

4BC P	6BC P/D	7BC P
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COPPER

5C P	6C P/D	8C P/D
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COPPER NATURAL

6CN P	7CN P
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COPPER COPPER

7CC D	9CC D
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SILVER METALLIC

7SM P/D	8SM P/D	10SM P/D
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VIOLET METALLIC

7VM P	8VM P/D	9VM P/D
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ROSE METALLIC

8RoM P/D	10RoM P
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RAPID TONER

SA D	GV D	RoV D	SV D	VP D	B D	GrBl D
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BOOSTER

Red P	Violet P	Blue P
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CREATIVES

Red	Yellow	Blue	Violet	Magenta	True Black	Clear	Sandy Beige	Honey Coral	Dusty Rose	Muted Copper	Velvet Wine	Deep Plum
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RED

5R P	6R P/D
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RED RED

4RR P/D	6RR P/D	7RR P
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RED BROWN

4RB P	5RB P/D	6RB P	7RB P/D
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RED COPPER

5RC P

RED VIOLET

5RV P	6RV P
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VIOLET RED

3VR P/D	5VR P/D
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VIOLET VIOLET

4V D	6W D	8V D
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PEARL VIOLET

9PV D

CLEAR

Gloss D

DIAMOND FROST

DF D

MONOCHROME

4N+ P	5N+ P	6N+ P	7N+ P	8N+ P	6B+ P	1B1+ P	4BV+ P	5BV+ P	6BRV+ P
4B+ P	4BRV+ P	5MB+ P	7MB+ P	7GV+ P	9GV+ P	8NW+ P			

STUDIO STYLIST EXPRESS

NEUTRAL

3N	4N	5N	6N	7N	8N	10N	6NB	8NB
NEUTRAL						NEUTRAL BROWN/BEIGE		

TONAL

4B	6B	5A	7A	9A	5G	7G	9G
BROWN		ASH			GOLD		

SIMPLY BLONDE

Result is different depending on the starting base

BASE BREAKER

Cool	Extra Cool
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ULTRA LIFT

Ice	Natural	Pearl
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Permanent Color

KENRA COLOR PERMANENT PORTFOLIO

Gentle, low-ammonia color available in a wide array of multi-dimensional tones that deliver consistent, reliable results.

- 1. Features Balancing Complex 5
- 2. Formulated with low ammonia
- 3. Up to 100% gray coverage



Permanent Color Mixing Ratio
One part Permanent Coloring Creme plus one part Developer (1:1)

Processing Time
30 minutes

Processing Time for Gray Coverage
Up to 40 minutes

Developer	Levels of Lift
10 Volume (3%)	Tone-on-tone / deposit only*
20 Volume (6%)	1 level of lift / deposit / gray coverage*
30 Volume (9%)	2-3 levels of lift*
40 Volume (12%)	3-4 levels of lift*

*Based on texture, density, and porosity.

Gray Coverage

Gray hair is typically more resistant to coloration because it has a harder cuticle layer. It is often thought to be very healthy and void of all natural pigment, but in reality, gray hair is the lightest form of the three primary colors and requires increased pigmentation for coverage. Kenra Color Permanent Natural Series provides the essential balance of pigments to ensure even color saturation and maximum pigment uptake and should be incorporated into all gray coverage formulations for full gray coverage. Mixing ratio remains at one part Permanent Coloring Creme plus one part Developer (1:1); however, suggested processing time is up to 40 minutes.

% of Gray	% of Natural Series	% of Desired Color
25%	25%	75%
50%	50%	50%
50-100%*	75%	25%

*When hair is 80% gray or more, 20 Volume Developer is recommended.

REMEMBER:
Kenra Color does not recommend the use of a dryer, steamer, or accelerator drops for processing.

Permanent Color

Color Boosters

Color Boosters are designed to create custom, signature color shades. For increased color vibrancy, color boosters can be added into any of your Kenra Color Permanent formulations up to ¼ of your color portion.



Booster	Effect
Blue	Blue enhancement to level 5 and below
Violet	Violet reflection to level 6 and below
Red	Enhanced red reflection to levels 7 and below

Booster Use	Mixing Ratio Formula
For Increased Vibrancy	1 oz. Permanent Coloring Creme 1 oz. Permanent Developer Add up to ¼ oz. Color Booster

Blonding Creme

Kenra Blonding Creme can be used by itself to add subtle dimension or added into a formulation to provide additional lift.

Blonding Creme	Mixing Ratio Formula
For ½ - 1 Level of Lift	1 oz. Permanent Coloring Creme 1 oz. Permanent Developer ¼ oz. Blonding Creme (up to ¼ of color portion)
Natural Highlighting	1 oz. Blonding Creme 2 oz. Permanent Developer



PERMANENT SERVICE OPTIONS

Services	Formulation
Permanent Coloring Creme and Developer	Formulation: One part Permanent Coloring Creme plus one part Developer (1:1) Processing time: 30 minutes, up to 40 minutes processing time for gray coverage
Lightener	Formulation: One level scoop plus one part Developer (up to 1:3) Processing time: Process up to 45 minutes
Blonding Creme	Formulations: - For ½-1 Level of additional Lift, mix 1 oz. Permanent Coloring Creme, 1 oz. Permanent Developer and ¼ oz. Blonding Creme (up to ¼ of color portion) Processing time: 30-40 minutes based on formulation - For Natural Highlighting, mix 1 oz. Blonding Creme and 2 oz. Permanent Developer Processing time: 30 minutes
Color Boosters	Formulations: For increased vibrancy, mix 1 oz. Permanent Coloring Creme, 1 oz. Permanent Developer and add up to ¼ oz. Color Booster Processing time: 30 minutes for increased vibrancy

Note: Use the appropriate Kenra shampoo and conditioner at the end of every color service to assist in color retention and help maintain the healthy condition of hair.

REMEMBER:

The final result of any haircolor service relies on the color formulation selected by the stylist and the contribution of underlying pigment.



RICH, SATURATED COVERAGE

MONOCHROME COLLECTION

17 permanent shades with a polished, high shine finish and rich, saturated coverage.

- **N+ Series** provides up to 100% rich, deeply saturated monochrome coverage
- **Fashion Families** include shades across B+, BV+, BRV+, BI+, NW+, MB+, GV+ and 4BRV+
- **Can be intermixed** with other Kenra Color Permanent shades
- **Mixing Ratio:** 1:1 with Kenra Color (10V-40V) developer



Shade Chart		
N+	Natural+	Formulated to Match the N series with more rich, deeply saturated monochrome finish.
B+	Brown+	Formulated to Match the B series with more rich, deeply saturated monochrome finish.
BV+	Brown Violet+	Warm reflective brown tones supported by cool violet undertone with rich, deeply saturated monochrome finish.
BRV+	Brown Red Violet+	Warm reflective brown tones supported by a Red Violet secondary reflection with rich, deeply saturated monochrome finish.
BI+	Blue+	Cool blue tones dominate with a rich, deeply saturated monochrome finish.
GV+	Gold Violet+	Predominant gold tones supported by cool violet to balance out the shade
MB+	Mocha Brown+	A mix of deeply saturated warm and cool brown tones
NW+	Natural Warm+	Formulated to match the N series while adding a warm reflection

Notes





5 Easy Steps to Color Formulation

Kenra Color makes it easier than ever to achieve Simply Stunning Results. Reference our technical application section for a synopsis of Kenra Color Permanent and Demi-permanent service options with related technical support.

Kenra Color streamlines the art of haircolor formulation with five easy steps that provide consistent, reliable results.



Step 1: Determine the natural level of the hair

- Analyze the client's natural level by holding the Natural Series swatches against the client's regrowth area towards the back crown, and determine which one achieves a blend of the same level.
- Remember, you are only looking for the level of the natural hair, not the tonality.
- If the natural hair level falls between two levels, choose the lighter level when depositing color (going darker), or the darker level when lifting color (going lighter).

Step 2: Determine the desired level / desired tone

- Select the appropriate color shade utilizing your swatchbook for reference.

Step 3: Define levels of lift, deposit, or tonal change

- Use the developer / levels of lift chart to determine the Developer required to ensure proper lifting during the coloring process.

Step 4: Determine the percentage of gray

- Identify the correct percentage of gray to assess how much of the Kenra Color Natural Series should be incorporated into the formulation. Reference our gray coverage chart.
- When hair is 80% gray or more, Kenra Color 20 Volume Developer is recommended.
- The recommended processing time is up to 40 minutes.

Step 5: Identify the underlying pigment

- Determine the underlying pigment at the desired level you are coloring to.
- Assess whether it will enhance the desired color shade and tone or if you will need to add a neutralizing color to the formulation to control the underlying pigment. Reference our underlying pigment chart.

Demi-permanent Color

KENRA COLOR DEMI-PERMANENT PORTFOLIO

Provides multiple service options allowing for maximum creativity and profitability.

1. Features Balancing Complex 5
2. Formulated without ammonia
3. Natural gray coverage up to 75%

Kenra Color Demi-permanent Coloring Creme Activator was specially formulated for use with Kenra Color Demi-permanent Coloring Cremes.



Demi-permanent Color Mixing Ratio

One part Demi-permanent Coloring Creme plus two parts 9Vol Activator (1:2)

Processing Time
Up to 25 minutes

Application
Apply from scalp to ends on damp or dry hair.

Gray Blending

The Kenra Color Demi-permanent line delivers natural gray coverage up to 75% in a no ammonia formulation. This is the perfect suggestion for clients who do not want to commit to a permanent haircolor. Formulating with shades that start with N ensures optimal gray coverage.

Demi-permanent Gray Blending Mixing Ratio

Following the gray coverage chart, incorporate the percentage of the appropriate N series (N, NA, NB, NUA) and mix with the desired shade at a 1:1 ratio with Kenra Color 9Vol Activator

Processing Time
Up to 25 minutes

Application
Apply to dry hair

Rapid Toners

Demi-permanent Rapid Toners are designed to process & tone in 5 minutes or less. These no ammonia, deposit-only colors have been formulated to enhance blonde levels 8, 9, and 10 or to be a multi-dimensional tone refresher for any hair color, as well as GrBl for levels 4-6 as a refresher for darker levels.

Rapid Toner Shade	Effect
Beige	Toning on levels 9-10 with violet reflection creates a neutral beige end result
Violet Pearl	Toning on levels 8-10 with a violet pearl reflection
Silver Violet	Toning on levels 8-10 with a silver violet reflection
Silver Ash	Toning on levels 8-10 for a cool ash blonde reflection
Gold Violet	Toning on levels 8-10 for a cool gold blonde reflection
Rose Violet	Toning on levels 8-10 for a blush blonde reflection
Green Blue	Toning on levels 4-6 with green blue tones to neutralize unwanted warmth

Rapid Toners

One part Demi-permanent Rapid Toner Coloring Creme plus two parts Activator (1:2)

Processing Time
5 minutes or less

Application
Apply from roots to ends to freshly shampooed and conditioned towel-dried hair.

DEMI-PERMANENT SERVICE OPTIONS

Kenra Color Demi-permanent provides you multiple service options allowing for maximum creativity and profitability.

Color Enhancing Service

Offer a color enhancing service to enhance any natural color tone or deepen an existing color tone. First determine the client's natural level, and then choose the appropriate tone to accentuate, neutralize or deepen. Use the standard Kenra Color Demi-permanent mixing ratio and processing time.

Color Equalizing Service

A color equalizing service is used anytime a client requires a permanent retouch service on their new growth and needs a corresponding formula to be used on the mid-shaft to ends.

Color Equalizing Mixing Ratio

1 oz. Permanent Coloring Creme plus 1 oz. Developer
1 oz. Demi-permanent Coloring Creme plus 2 oz. Activator
Note: This service requires two separate formulations (Permanent and Demi-permanent)

Processing Time
15-25 minutes

Application
Apply Permanent formula to new growth and process for 15 minutes. Then, apply Demi-permanent formula from mid-length to ends.

Tips:

- On porous hair, spray the ends with Kenra Color Porosity Equalizing Spray. Then, apply Demi-permanent Coloring Creme on mid-length and ends of hair.
- Demi-permanent Clear can be added to any formulation to dilute the deposit amount of the pigment while providing maximum shine.

Clear Glossing

Clear Glossing services add intense shine and increase manageability for previously colored, lightened or highlighted hair. Kenra Color Demi-permanent Clear Gloss features Balancing Complex 5; however, this deposit-only formulation is clear so it can be used on any hair type or color for maximum shine and improved condition.

Clear Glossing Service Mixing Ratio

One part Demi-permanent Coloring Creme plus two parts Activator (1:2)

Processing Time
Up to 25 minutes

Application
Apply glossing formula to freshly shampooed and conditioned towel-dried hair

Toning Services

Toning Services are recommended to tone unwanted warmth for highlighted or previously lightened hair and can take as little as five minutes at the shampoo bowl. Shade selections are available in warm and cool options, each ensuring maximum shine and condition on any pre-lightened hair.

Toning Service	Shade Selections
Warm Blonde Toning	9CC / 9GG
Cool / Pastel Blonde Toning	10A / 10V / 9PV
Natural Blonde Toning	8GB / 9GB
Beige / Blonde Toning	10B / 8B / B Rapid Toner

Semi-permanent Color

KENRA COLOR CREATIVES

These intermixable semi-permanent colors allow you to maximize creativity and create custom vibrant tones to subtle and softer wearable tones.

- Intense color vibrancy that lasts up to 50 shampoos*
- Formulated without ammonia
- **Clear:** to pastelize any shade
- **True Black:** to deepen or smoke out any shade
- **No developer** or heat needed
- **Directions:** Apply to dry, pre-lightened hair.**
- Process for 20 minutes

*Depends on daily care habits, hair texture and porosity

**For maximum vibrancy, pre-lighten to level 10.



creatives

CLASSICALLY BOLD



TRENDY CHIC



Notes

Simply Blonde

A complete high-performing system for all your blonding & bonding goals.

Take the guesswork out of blonding with every tool you need for the most demanding hair color clients. This easy-to-use collection provides precise application and simple formulating for optimal blonding.





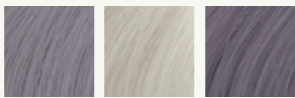

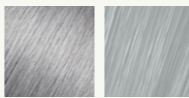
- SIMPLE** Easy-to-use tools & techniques for the art of blonding
- VERSATILE** The collection offers endless creativity because every blonde is unique
- INSPIRING LOYALTY** Be the stylist behind the blonde your client simply falls in love with

simply blonde®



Mixing Ratio
1:2 to 1:3
20V-30V* Kenra Color Developer

Processing Time
Up to 45 minutes (*45-55 minutes for Beyond Bond)
*30V off scalp only.

ASSORTMENT				
	BEYOND BOND LIGHTENER	BLUE POWDER LIGHTENER	CLAY LIGHTENER	
Lighteners				
Ideal Services	Maintenance of hair condition while lifting through DualBond technology	All service	Foil-free balayage and freehand painting Now with DualBond	
Lifting Power	Up to 9+ levels	Up to 8 levels	Up to 8 levels	
On/Off-Scalp	On & off-scalp	On & off-scalp	Off-scalp	
Why You'll Love It	Integrated DualBond technology that mends inner bonds and seals the outer cuticle	Blue base for neutralization during the lifting process for anti-yellowing effects	Formulated with kaolin clay to create a cast and lock in moisture	
Coloring Cremes	 <p>ULTRA LIFT</p>  <p>Ice Natural Pearl</p>		 <p>NEW BASE BREAKER</p>  <p>Cool Extra Cool</p>	

Ultra Lifts



- Lift up to 4 levels in a single application
- Formulated with a cool blue base

Mixing Ratio
1:2
30V-40V Kenra Color Developer

Processing Time
Up to 40 minutes

NEW Base Breakers



- Up to 1 level of lift in 5 minutes

Mixing Ratio
1:1
20V Kenra Color Developer

Processing Time
5 minutes

NO DEDICATED DEVELOPERS

All Simply Blonde products are now formulated to use with Kenra Color 10V-40V developers



Studio Stylist Express

In today's fast-paced salon environment where some clients prefer minimal contact, stylists seek tools to maximize efficiency from behind the chair.

With 17 total permanent shades, Studio Stylist Express is designed to process in 10 minutes or less, making it the perfect time-saving tool for precision root retouches, melts, and more!

- **17 shades** in neutral and fashion tones
- Permanent color that **processes in 10 minutes** or less
- Lifts and deposits
- Up to **100% gray coverage**
- Time-saving tool for getting **more clients in your chair**
- Now can be used with **Kenra Color Permanent Developers 10V-30V**
 - 10vol - Deposit-only color
 - 20vol - Lift and gray coverage
 - 30vol - Lift and added vibrancy

Portfolio Overview

NEUTRAL SERIES

Quick process, full coverage shades

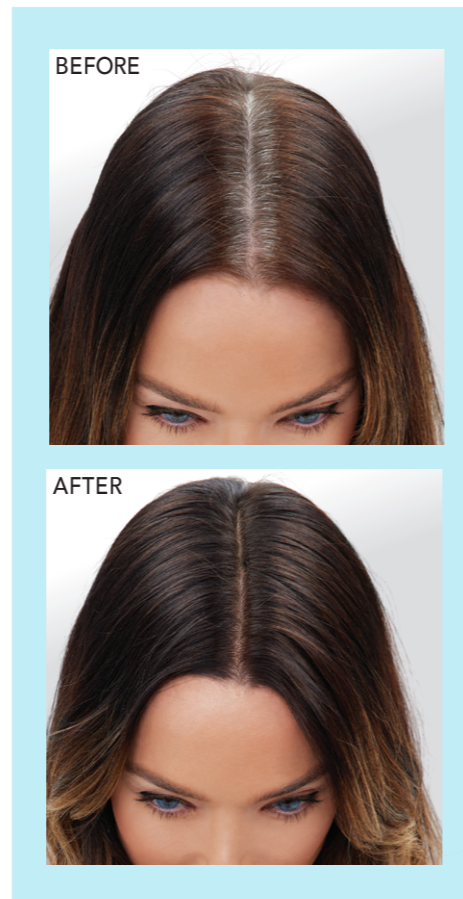
TONAL SERIES

Intermixable shades for endless combinations and customized results

SHADE & TONE

Shade Chart		
N	Neutral 3N, 4N, 5N, 6N, 7N, 8N, 10N	Balanced reflection designed to give up to 100% gray coverage
A	Ash 5A, 7A, 9A	Neutralizes unwanted warmth to produce a cooler end result
B	Brown/Beige 4B, 6B	Rich, reflective brown tones
G	Gold 5G, 7G, 9G	Adds warmth to any color and a natural gold tonality
NB	Neutral Brown/Beige 6NB, 8NB	Balanced gray coverage with added brown/beige tones

studio stylist express



NEW LOOK. SAME PERFORMANCE.

MIXING & PROCESSING

1:1

Studio Stylist Express Coloring Creme
with
Kenra Color Developer 10V-30V*

Process 10 minutes

*Kenra Professional always recommends utilizing a scale to measure color.



Color Support

KENRA COLOR SUPPORT

Porosity Equalizing Spray

Porosity Equalizing Spray helps ensure even pigment absorption on hair with uneven or high porosity.

This gentle, lightweight formula also assists in conditioning and detangling the hair and is designed for use prior to a Kenra Color Permanent or Demi-permanent color service.

When to use Porosity Equalizing Spray?

Application

Spray in sections and comb through for even distribution.

For fine hair, select 1" sections.

For medium hair, select 1/2" sections.

For thick hair, select 1/4" sections.



KENRA

COLOR MAINTENANCE SHAMPOO & CONDITIONER

Color locking

- Daily color protection and shine
- Maintains up to 67% of color between services
- Protects color up to 35 washes
- pH-balancing system is designed to lock in color for long-lasting vibrancy

Directions

Shampoo: Massage into wet hair and lather. Rinse. Follow with Kenra Color Maintenance Conditioner.

Conditioner: Remove excess moisture, massage into hair after cleansing with Kenra Color Maintenance Shampoo. Rinse thoroughly.

Sizes: 10.1 fl. oz., 33.8 fl. oz.

COLOR MAINTENANCE THERMAL SPRAY 11

Medium hold hairspray

- Maintains color vibrancy up to 25 heat styles
- Locks in 98% of color pigments
- Delivers intense thermal protection up to 450°F
- Medium hold for styling versatility

Size: 8.0 oz.



KENRA PLATINUM

COLOR CHARGE SHAMPOO

Color extending shampoo

- Recharges brilliance, vibrancy, & longevity of hair color up to 50 shampoos
- Enriched with Fade-Fighting Technology
- Locks color pigments inside the hair's cuticle for maximum color retention
- Ideal for all hair types & colors
- Formulated without added sulfates, parabens, & sodium chloride

Directions

Massage and lather into damp hair. Rinse thoroughly. Follow with Kenra Platinum Color Charge Conditioner.

Sizes: 8.5 fl. oz., 31.5 fl. oz.

COLOR CHARGE CONDITIONER

Color extending conditioner

- Recharges brilliance, vibrancy, & longevity of hair color up to 50 shampoos
- Enriched with Fade-Fighting Technology
- Provides moisture to lock color pigments inside hair's cuticle for maximum color retention
- Ideal for all hair types & colors
- Formulated without added sulfates, parabens, & sodium chloride

Directions

Massage into damp hair after cleansing with Kenra Platinum Color Charge Shampoo. Rinse thoroughly.

Sizes: 8.5 fl. oz., 31.5 fl. oz.



COLOR CHARGE SPRAY SERUM

Color protecting spray

- Ultimate protection against environmental stressors & heat up to 450°F (232°C)
- Enriched with Fade-Fighting Technology
- Retains color pigments inside the cuticle for a long-lasting shine
- Provides maximum color retention during & after styling
- Formulated without added sulfates, parabens, & sodium chloride

Directions

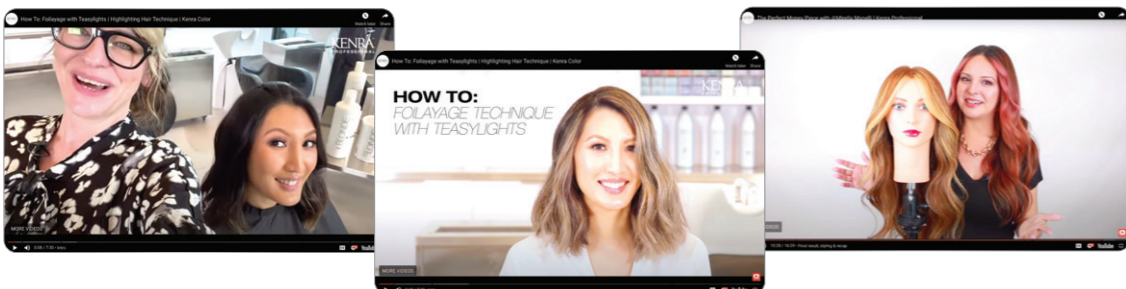
Spray throughout damp or dry hair. Comb through to ends. Style as desired.

Size: 6.7 fl. oz.

KENRA PROFESSIONAL EDUCATION

CRAFTED TO MEET THE NEEDS OF THE MODERN STYLIST

YOUTUBE • VIRTUAL EDUCATION • IN-SALON EDUCATION



YOUTUBE:
Always On-Demand
Trends & Techniques
Extensive Tutorial Library

VIRTUAL EDUCATION:
Free Live Education
Classes Updated Monthly
Interactive Classes on Theory
& Techniques

IN SALON:
Advance Your Skillset
Exclusive In-Salon Classes
Request through your Brand
Development Representative

EXPAND YOUR CAREER AND GROW YOUR CRAFT AS A KENRA PROFESSIONAL BRAND EDUCATOR

Share your expertise, passion, and inspiration with salons nationwide

Grow your skillset, learning from incredible talent and industry leading artists

Opportunities for participation in shows, brand photo shoots, product development, and more!

SUCCESS STORIES



“Being a **Brand Educator** has positively impacted my career behind the chair and even personally. Thanks to the constant continued education, support on how to address every guest’s needs, and the most amazing national support group only the Kenra family can provide.”

Brittany Gillespie, Brand Educator
@thebrittanyshears

“Because of my experience as a **Brand Educator** I am now part of the full-time Kenra Professional team, helping to make important decisions while being provided with opportunities and experiences that elevate me each day.”

Wesley Boyce, Education Specialist
@webostyle



Kenra Professional’s pathway to Education features a straightforward approach to learning. The 3-tier Level System includes a series of **Essential, Intermediate, and Advanced classes** in hair color, cutting, and stylist elevation meant to help you seamlessly master your craft.

1 Essential

Setting a solid foundation for success in your journey with Kenra Professional, these classes will provide valuable tools and information that are essential to every stylist at every experience level.

2 Intermediate

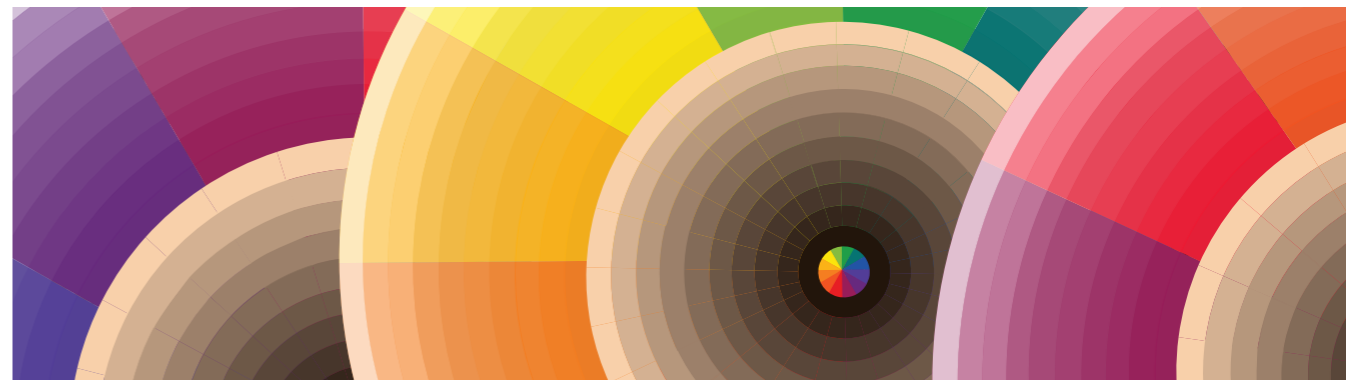
Our Intermediate Series of classes will inspire through our replicable and relatable approach to trending salon services and techniques, taking a deeper dive into product usage and formulations.

3 Advanced

These master level classes are grounded in advanced theory, giving you the true understanding of your craft needed to take on any challenge.

To see our full class offerings and learn more about Kenra Professional Education, visit:

kenraprofessional.com/education



Three unique brands driven by the daily needs of stylists.

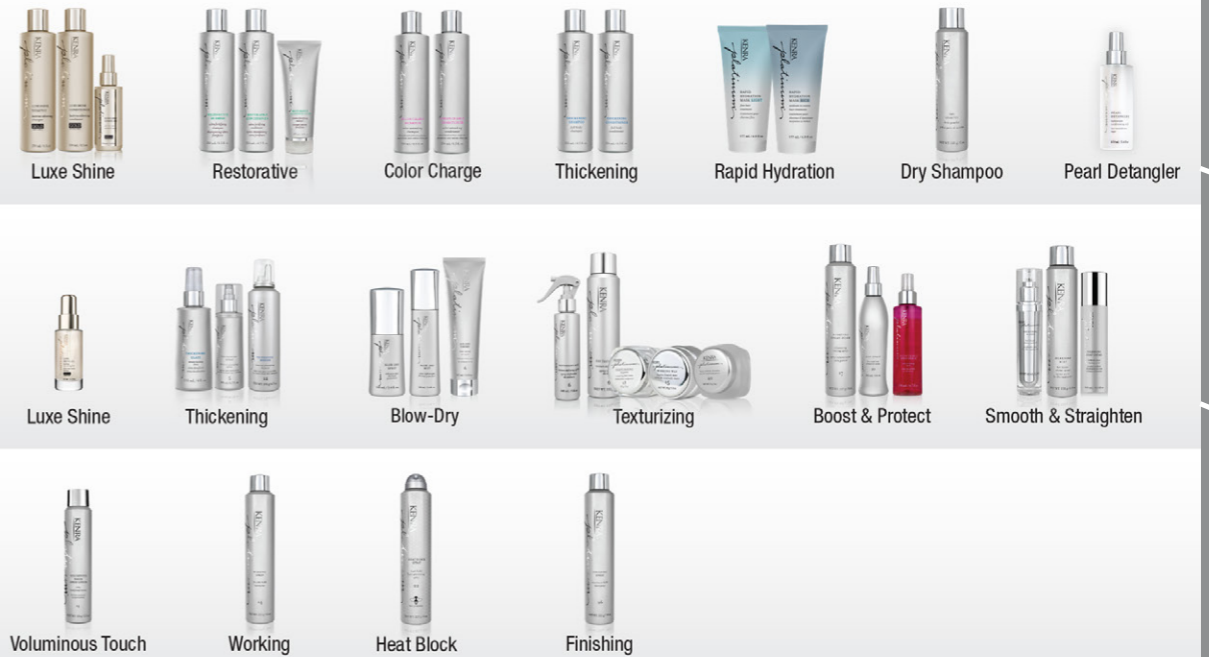
KENRA®

Experience professional performance in every styling & haircare situation. From iconic Volume Spray 25 to the pH balanced haircare systems, Kenra delivers an ideal solution for your haircare problems or to complete your look.



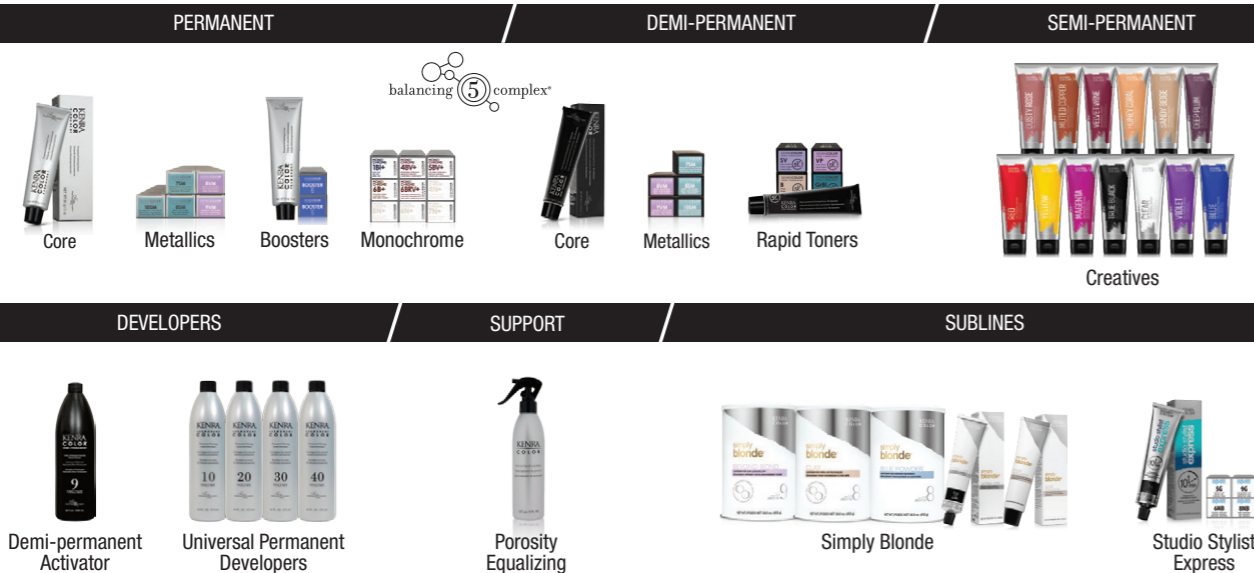
KENRA platinum

Elevate your artistry with high-end formulas, fragrances, and packaging – for unmatched styling & haircare. Stay on-trend with Kenra Platinum featuring the latest ingredients & exclusive technologies to create truly impressive looks.



KENRA COLOR®

Discover inspiring & trend driven innovations with reliability and performance. From the just-out-of-beauty-school novice to the master colorist, our ever-evolving color portfolio allows for limitless customization and creativity.



We are **PETA Certified**.

Kenra Professional does not test ingredients, formulations, or products of any kind on animals. We pledge to be cruelty-free.





KENRA[®]
PROFESSIONAL

Need more information?
We are here to help.

(800) 428-8073

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kenraprofessional.com

