



KENRA  
*platinum*

## elevate your artistry

with high-end formulas, fragrances, and packaging for styling and haircare.

Stay on-trend with Kenra Platinum featuring the latest ingredients and exclusive technologies to create truly impressive looks.





Our prep category is comprised of all products that prepare the hair for styling, including shampoos, conditioners, leave-ins, and dry shampoos.

Every great style starts with the proper cleansing and conditioning process, to create the perfect balance of moisture and protein for the ideal canvas.

Range	Benefit
Rapid Hydration	rapid hydration in 3 minutes
Pearl Detangler	detangles & improve manageability
Luxe Shine	enhance shine
Restorative	fortify
Color Charge	extend color
Thickening	enhance body
Dry Shampoo	revive

prepo

# luxe shine

## LUXE SHINE SHAMPOO

lustrous silkening shampoo

- Enriched with precious gold for lustrous & silky hair
- Transforms dull & lifeless strands to glamorous & full-bodied
- Leaves hair stunningly silky to the touch
- Ideal for all hair types
- Formulated without added SLS/SLES sulfates\*, parabens, or sodium chloride

### Directions

Massage and lather into damp hair. Rinse thoroughly. Follow with Kenra Platinum Luxe Shine Conditioner & Luxe One Leave-In. Finish with Luxe Shine Oil for decadent shine & nourishment.

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

## LUXE ONE LEAVE-IN

all-in-one miracle spray

- All-in-one miracle spray enriched with precious gold for opulent slip & lustrous shine
- Provides heat protection up to 450°F (232°C)
- Innovative sprayer to deliver a fine mist application for easy distribution
- Use as cutting lotion, after cleansing, or for refreshing dull styles
- Leaves hair stunningly silky to the touch

### Directions

Shake well. Depress firmly and quickly for fine mist application. As Cutting Lotion: Based on hair type, layer appropriate amount onto damp hair for instant slip and manageability. After Cleansing: Based on hair type, layer appropriate amount onto damp hair and comb through to ends for radiant shine. As Finisher: Refresh midlengths to ends by spraying into palm and applying to dry hair.

Sizes: 5 fl. oz., 1 fl.oz.

## LUXE SHINE CONDITIONER

lustrous silkening conditioner

- Enriched with precious gold for lustrous & silky hair
- Transforms dull & lifeless strands to glamorous & full-bodied
- Revitalizes & rejuvenates for healthy looking hair with incredible manageability & smoothness
- Ideal for all hair types
- Formulated without added SLS/SLES sulfates\*, parabens, or sodium chloride

### Directions

Massage into damp hair after cleansing with Kenra Platinum Luxe Shine Shampoo. Rinse thoroughly. Layer in Luxe One Leave-in for improved manageability. Finish with Luxe Shine Oil for decadent shine & nourishment.

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



fragrance:  
saguaro cactus flower & tangerine peel

prep

finish / layer

# LUXE SHINE

GET THE LOOK

STEP-BY-STEP  
LUXE SHINE OIL

KENRA  
*platinum*



### Step 1

To build a radiant, lustrous style, first shampoo with **Luxe Shine Shampoo**, follow with **Luxe Shine Conditioner**. Rinse thoroughly and towel dry.



### Step 2

Apply 5 pumps of **Luxe One Leave-In** roots to ends for added conditioning and shine. Comb through. Apply 5-10 pumps of **Luxe Shine Oil** and work through with your hands.



### Step 3

Create a flat twist set, working on the scalp in a radial pattern, starting at the top of the head.



### Step 4

Once dry, use a medium barrel curling iron to first smooth the hair and then create a larger curl than the natural pattern in the hair.



### Step 5

Finish with **Luxe Shine Oil** for a lustrous, silky glow.

# simply add water

## SIMPLY ADD WATER SHAMPOO

power to liquid gentle cleanser

- 3x more product-based on quarter-sized amount & compared to usage of 8.5 oz. Kenra Platinum shampoo/conditioner
- Travel ready
- Manufactured with 98% recycled plastic
- Oil Absorbent
- Rice Protein adds airy volume

### Directions

Begin with wet hair and hands. Gently dispense into palm and emulsify between hands, slowly adding water until sudsy lather forms. Massage into scalp and hair.

Sizes: 2 oz.

## SIMPLY ADD WATER CONDITIONER

power to liquid gentle cleanser

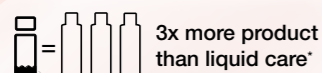
- 3x more product-based on quarter-sized amount & compared to usage of 8.5 oz. Kenra Platinum shampoo/conditioner
- Travel ready
- Manufactured with 98% recycled plastic
- Silky slip for enhanced shine with no residue
- Rice Protein adds airy volume

### Directions

Begin with wet hair and hands. Gently dispense into palm and emulsify between hands, slowly adding water until sudsy lather forms. Massage into scalp and hair.

Sizes: 2 oz.

## NEW! SIMPLY ADD WATER



3x more product  
than liquid care\*



Manufactured with  
98% recycled plastic



Travel ready



SPRINKLE &  
ADD WATER



EMULSIFY



LATHER & RINSE



finish / layer

prep

\*SLS/SLES=Sodium Lauryl Sulfates/Sodium Laureth Sulfates

# rapid hydration

## RAPID HYDRATION MASK LIGHT

fine hair treatment

- Rapid, lightweight hydration for fine hair in 3 minutes
- Enriched with ethically sourced Babassu oil from the Amazon rainforest
- Made with fair trade organic coconut oil, cocoa butter, and sustainably sourced meadowfoam seed oil
- Improves softness and shine
- High moisture retention

### Directions

After cleansing with your favorite Kenra Platinum Shampoo, massage mask into damp hair. Leave in 3 minutes, rinse thoroughly. Use 1-2 times a week.

Sizes: 6 fl. oz.

## RAPID HYDRATION MASK RICH

medium to coarse hair treatment

- Rapid, deep hydration for medium to coarse hair in 3 minutes
- Enriched with ethically sourced Babassu oil from the Amazon rainforest
- Made with fair trade shea butter
- Improves softness and shine
- High moisture retention

### Directions

After cleansing with your favorite Kenra Platinum Shampoo, massage mask into damp hair. Leave in 3 minutes, rinse thoroughly. Use 1-2 times a week.

Sizes: 6 fl. oz.

## key benefits



Hydrates in just 3 minutes



Sugarcane-derived bioresin packaging



Enriched with Babassu oil for moisture retention



2 options for different hair types



Improves hair softness and shine



High moisture retention



prep

finish / layer

# restorative

## RESTORATIVE SHAMPOO

ultra fortifying shampoo

- Targets & deeply penetrates even the most damaged hair cuticles with Keratin Amino Acid Technology
- Restores broken hair bonds from within
- Instantly fortifies, without over proteinizing, to restore smoothness, suppleness, & shine
- Ideal for damaged, brittle hair
- Formulated without added SLS/SLES sulfates\*, parabens, or sodium chloride

### Directions

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

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

## RESTORATIVE RECONSTRUCTOR

intense fortifying masque

- Targets and deeply penetrates even the most damaged hair cuticles with Keratin Amino Acid Technology
- Restores broken hair bonds from within
- Provides intense fortification, elasticity, & suppleness
- Ideal for damaged, brittle hair
- Formulated without added SLS/SLES sulfates\*, parabens, or sodium chloride

### Directions

After shampooing with Kenra Platinum Restorative Shampoo, massage into damp hair. Leave in for 5-15 minutes. Rinse thoroughly. Use 1-2 times a week.

Sizes: 6 fl. oz.

## RESTORATIVE CONDITIONER

ultra fortifying conditioner

- Targets & deeply penetrates even the most damaged hair cuticles with Keratin Amino Acid Technology
- Restores broken hair bonds from within
- Improves hair elasticity & durability for smoothness, suppleness & shine
- Ideal for damaged, brittle hair
- Formulated without added SLS/SLES sulfates\*, parabens, or sodium chloride

### Directions

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

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

# dry shampoo

## DRY SHAMPOO

hair powder

- Instantly revives & refreshes hair, no water required
- Utilizes rice starch for maximum oil absorption
- Keeps styles looking full
- Saves time & extends blowouts

### Directions

Shake well before each spray. Spray in sections throughout dry hair to absorb moisture. Starting at the scalp and spray to ends. When dry, gently brush through to work product into hair.

Size: 5 oz.



fragrance: blooming jasmine & warm amber



fragrance: melon & green herb



prep  
finish / layer

\*SLS/SLES=Sodium Lauryl Sulfates/Sodium Laureth Sulfates



# color charge

## 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 SLS/SLES sulfates\*, parabens, or 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 SLS/SLES sulfates\*, parabens, or 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.

## key benefits



Recharges hair color up to 50 washes



Enriched with Fade-Fighting Technology



Maximum color retention



Retains color pigments with shine



Enriched with Fade-Fighting Technology



Maximum color retention



prep

finish / layer

# thickening

## THICKENING SHAMPOO

full body shampoo

- Increases the diameter of each hair strand
- Provides weightless lift & dimension
- Removes buildup & excess oils that weigh down styles
- Color-safe
- Formulated without added SLS/SLES sulfates\*, parabens, or sodium chloride

### Directions

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

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

## THICKENING CONDITIONER

full body conditioner

- Increases the diameter of each hair strand
- Provides nourishment & delivers shine
- Protects against humidity for up to 24 hours
- Color-safe
- Formulated without added SLS/SLES sulfates\*, parabens, or sodium chloride

### Directions

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

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



fragrance:  
valencia orange & wild lily

\*SLS/SLES=Sodium Lauryl Sulfates/Sodium Laureth Sulfates

# detangling

## PEARL DETANGLER

lightweight conditioning milk

- Lightweight conditioning milk enriched with luminescent pearl
- Adds moisture, slip, and shine for effortless detangling & improved manageability
- Ideal for all hair types
- Provides heat protection up to 450°F (232°C)

### Directions

Shake well. As Prep: Spray liberally on towel-dried hair. Comb through before styling. As Style Refresher: Use as needed for added moisture and shine.

Size: 5.4 fl. oz.



prep

finish / layer

# PEARL DETANGLER

GET THE LOOK

STEP-BY-STEP  
SLEEK BLOW DRY

KENRA  
*platinum*



### Step 1

Spray **Pearl Detangler** concentrating on mid-length and ends. Comb through to ensure even distribution.



### Step 2

Blow-dry the hair on a medium heat and speed setting using a large round brush. Set the curls with a small clip and allow to cool.



### Step 3

Release the curls and brush through the hair. Finish with your favorite Kenra Platinum hairspray.



The layer category entails products which are added to provide hold, change shape, or alter texture. These products assist the stylist in creating their vision for each client, ensuring the style will have the desired longevity.

Each product is assigned a hold index from 0-26. The greater the number, the greater the hold.



	Product	Repair & Strengthen	Thicken	Blow-Dry	Texturize	Boost & Protect	Smooth & Straighten	Shine
<b>No Hold</b>	Blow-Dry Spray			•		•		•
	Blow-Dry Mist			•		•		•
	Silkening Gloss						•	•
	Silkening Mist						•	•
	Silkening Heat Creme						•	•
	Luxe One Leave-In	•						•
	Luxe Shine Oil							•
	Thickening Glaze		•					
<b>Low Hold 4-10</b>	Color Charge Spray Serum					•		
	Thickening Spray 5		•					
	Air Dry Crème 6			•				
	Dry Texture Spray 6				•			
<b>Medium Hold 11-19</b>	Texturizing Mist 6				•			
	Thickening Mousse 12		•					
	Texturizing Taffy 13				•			•
	Working Wax 15				•			
<b>High Hold 20-26</b>	Boosting Spray Foam 17					•		
	Hot Spray 20					•		•
	Whipped Taffy 20				•			

layer

# no hold

## BLOW-DRY SPRAY

advance-dry thermal protectant

- Reduces blow-dry time up to 50%
- Provides thermal protection up to 428°F (220°C)
- Ideal for medium to coarse hair
- Tames frizz, resists humidity & detangles
- Prevents damage & breakage
- Lightweight formulation
- Detangles, smooths, & softens
- Provides long-lasting, healthy looking results

### Directions

Shake well. Spray evenly on damp hair and blow-dry. Layer with any Kenra Platinum styling product for superior results.

Sizes: 1.7 fl. oz., 3.4 fl. oz., 6.8 fl. oz.

## BLOW-DRY MIST

ultra-lightweight thermal protectant

- Reduces blow-dry time up to 50%
- Provides thermal protection up to 428°F (220°C)
- Ideal for fine to medium hair
- Ultra-lightweight formulation
- Detangles, smooths, & softens
- Provides long-lasting, healthy looking results

### Directions

Shake well. Spray evenly on damp hair and blow-dry. Layer with any Kenra Platinum styling product for superior results.

Size: 3.4 fl. oz.



fragrance:  
juicy mango & flowering water lily

# no hold

## SILKENING HEAT CRÈME

brilliant shine thermal styler

- Enriched with Sacha Inchi, a nutrient-dense nut oil, that prevents breakage & improves manageability
- Provides thermal protection up to 450°F (232°C)
- Reduces hot tool passes by half for reduced styling time

### Directions

Depending on client's length and density, apply 1-3 pumps to dry hair from mid-lengths to ends and style with hot tool. For a polished end result, finish style with an additional pump; focusing on ends.

Size: 3.4 fl. oz.

## LUXE SHINE OIL

lustrous nourishing elixir

- Luxurious oil, enriched with precious gold
- Provides thermal protection up to 450°F (232°C)
- Enhances shine & manageability with added nourishment
- Ideal for medium to coarse hair types

### Directions

Cleanse and condition with Luxe Shine Shampoo and Conditioner. Depending on length and density, apply 3-5 pumps to towel-dried hair.

**As Styler:** Blow-dry or let dry naturally for added shine and manageability.

**As Finisher:** Tame flyaways and smooth strands for a lustrous, silky end result.

Size: 1.5 fl. oz.



prep  
layer  
finish

# no hold

## SILKENING GLOSS

brilliant shine polish

- Tames frizz & smooths flyaways
- Protects against humidity
- Ultra-lightweight, shine-enhancing serum

### Directions

Massage 2-3 pumps in palms and smooth onto hair in sections. Apply more as needed, concentrating on ends.

Size: 2.2 fl. oz.



## SILKENING MIST

brilliant shine spray

- Delivers ultimate shine finish
- Smooths flyaways
- Detangles & tames frizz
- Protects against humidity

### Directions

Hold 8-10" from hair and spray light mist in sections and over entire style for a radiant finish.

Size: 5.3 oz.



# low hold

## DRY TEXTURE SPRAY 6

texture defining spray

- Increases texture & fullness
- Absorbs oils & impurities
- Ultra-lightweight, non-drying formulation
- Provides flexible hold with a matte finish

### Directions

Shake well. Apply evenly throughout dry hair from roots to ends. Reapply after styling for flexible hold.

Size: 5.3 oz.



## TEXTURIZING MIST 6

texture defining spritz

- Fine mist providing natural, touchable hold
- Defines texture & boost fullness
- Protects against humidity for up to 24 hours
- Flake-free & non-drying formulation

### Directions

Shake well. Apply evenly to towel-dried hair, focusing on mid-lengths to ends. Blow-dry or let hair dry naturally, shaping with hands for a tousled look. For added texture, spray lightly on dry hair. Reapply as desired.

Size: 5 fl. oz.



prep

layer

finish

## 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.



## THICKENING GLAZE

density building creme

- Creates body & dimension for thicker looking hair
- Adds dimension to blowouts
- Lightweight, conditioning creme for healthy-looking hair
- Layer under other styling products for greater thickening benefits

### Directions

Apply evenly throughout damp hair. Use alone or layer with other Kenra Platinum products to achieve desired style.

Size: 4 fl. oz.



## THICKENING SPRAY 5

density plumping spray

- Fine mist that increases hair thickness up to 96%
- Increases shine
- Protects against humidity & tames frizz
- Flake-free, brushable finish

### Directions

Shake well. Apply evenly to hair from roots to ends. Comb through to ensure even distribution. Blow-dry and style as desired. Reapply on dry hair and comb through for a refresh.

Size: 6.7 fl. oz.



## AIR DRY CREME 6

time-saving air styler

- Reduces air dry time up to 60%
- Enhances natural body
- Tames frizz with delicate hold
- Natural, product-free finish
- Features iconic Blow-Dry Spray fragrance

### Directions

Apply to towel-dried hair from scalp to ends. Let hair air dry or layer with any Kenra Platinum styling product for desired end result.

Size: 5 fl. oz.



fragrance: juicy mango & flowering water lily

# Reduce dry time up to 50%

Thermal protection  
up to 428°F (220°C)

Frizz control

Humidity  
resistance

Smoothness  
& softness

Perfect for  
all hair types  
& desired styles



## Key Benefits

Click on the icons to learn more

Tames frizz & resists  
humidity



WATCH TUTORIAL ON 

# medium hold

## THICKENING MOUSSE 12

density plumping mousse

- Increases density of the hair shaft up to 150%
- Protects against humidity up to 48 hours
- Provides thermal protection up to 428°F (220°C)
- Significantly increases body
- Flexible, light hold
- Non-flaking, brushable finish

### Directions

Shake well. Dispense desired amount into palm of hand. Apply evenly throughout towel-dried hair focusing on roots for maximum plumping effect. Style as desired.

Size: 6.7 oz.



## WORKING WAX 15

mold & modify

- Provides flexible hold for all day style modification
- Creme-based formulation to texturize & mold styles
- Non-greasy, matte finish
- Ideal for styling short to medium length hair

### Directions

Apply a dime-sized amount in palms or fingertips and distribute evenly on damp or dry hair. Blow-dry, sculpt, and style, or allow to air-dry.

Size: 1.4 oz.



# medium hold

# high hold

## BOOSTING SPRAY FOAM 17

volumizing styling spray

- Creates touchable, brushable hold
- Provides all-day lift & style support
- Lightweight volumizer for all hair types

### Directions

Shake well. On damp hair, spray onto parted sections near the scalp for maximum lift and comb through hair. Apply more as needed. Blow-dry hair away from scalp.

Size: 8 oz.



## WHIPPED TAFFY 20

matte defining paste

- Sculpts, smooths, & texturizes styles
- Delivers an ultra matte firm hold finish
- Offers luxurious whipped soufflé texture
- Provides flexible working time with ultimate style control

### Directions

Apply to damp or dry hair. Style as desired.

Size: 2 oz.



## TEXTURIZING TAFFY 13

sculpting fiber creme

- Defines, details, & smooths styles
- Flexible styling without stiffness
- Superior control for styling short & long styles
- Provides medium hold
- Delivers shine finish



### Directions

Apply a dime-sized amount in palms or fingertips and distribute evenly on damp or dry hair. Blow-dry, sculpt, and style, or allow to air-dry. Apply more as needed.

Size: 2 oz.



DEFINES, DETAILS, & SMOOTHES STYLES

# high hold

## HOT SPRAY 20

firm hold heat protection spray

- Provides thermal protection up to 428°F (220°C)
- Permits a clean release from hot tools
- Provides durable firm hold for maximum style retention
- Delivers a high-shine finish

### Directions

Separate dry hair into sections. Generously spray section. Apply flat iron, curling iron, or hot rollers. Finish style with an overall mist for optimum results.

Size: 8 fl. oz.



prep layer finish





Our finish products are added after styling is complete, to lock in the style and provide additional hold, control, and shine. Each product is assigned a hold index from 0-26.

The greater the number, the greater the hold.



	Product	Finish
Medium Hold 10-19	Voluminous Touch Memory Spray 12	shine
	Working Spray 14	shine
High Hold 20-26	Heat Block Spray 22	shine
	Finishing Spray 26	high shine

finish

# medium hold

## VOLUMINOUS TOUCH MEMORY SPRAY 12

touchable bodifying hairspray

- Lasting style memory for 96 hours
- Lightweight application locks in soft, touchable volume without weighing down styles
- Murumuru butter conditions while leaving the hair silky soft with a high polished finish

### Directions

Shake well. Hold can 8-10" away from your finished style and spray evenly to create a veil-like effect on the hair. Layer throughout.

Size: 8 oz.



## WORKING SPRAY 14

flexible hold hairspray

- Provides flexible hold
- Delivers pliable control for detailing
- Maintains natural hair movement
- Leaves hair with frizz-free shine
- Creates volume & texture

### Directions

Shake well. Hold can 8-10" from hair and spray for desired style and finish.

Size: 10 oz.



# high hold

## HEAT BLOCK SPRAY 22

high hold heat protecting spray

- Multi-benefit styler
- Provides thermal protection up to 450°F (232°C)
- Ultra-fine mist application dries on contact
- Allows for clean release from styling tools
- High hold finish for ultimate style longevity
- No bees are harmed in the production of this product

### Directions

Shake well. Hold can 8-10" away from style and spray evenly for all-day hold. Reapply throughout the day as needed.

Size: 8 oz.



## FINISHING SPRAY 26

maximum hold hairspray

- All-day style retention
- Provides maximum control for long-lasting lift
- Fast-drying, humidity protection formulation
- Delivers high-shine finish



### Directions

Shake well. Hold can 8-10" from hair and spray evenly for all-day hold. For super hold, spray in short bursts on key areas of style.

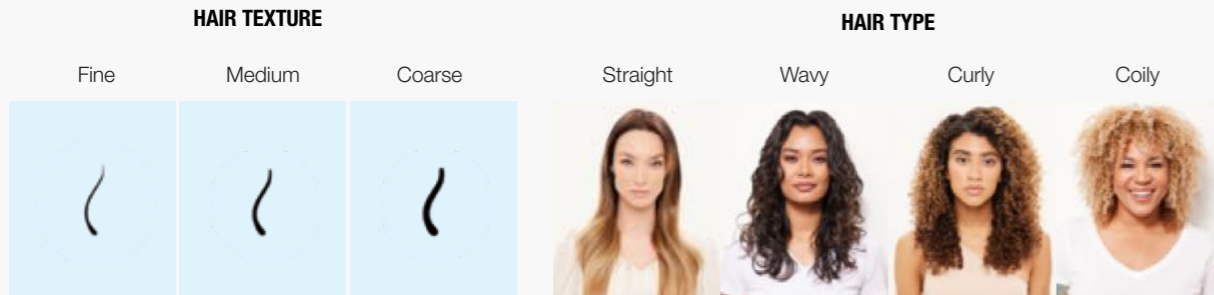
Size: 10 oz.



finish layer / prep

# Texture Guide

Our Texture Guide is designed to provide the basics on waves, curls, and coils. All recommendations are based on average hair condition, but can be refined to cater to specific needs.

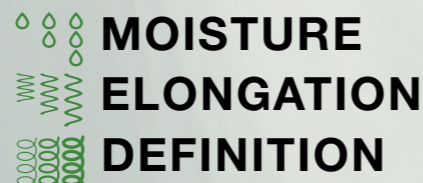


## NEW KENRA ALLCURL™

Your pattern & texture are as unique as your styling goals.  
Give your style what it craves with ALLCURL™

	Cleansing Rinse	Balance Conditioner	Hydrating Leave-in	Sealing Oil Spray	Lightweight Defining Crème	Defining Jelly	Curl Defining Crème	Curl Glaze Mousse
Moisture	Light	Medium	High	High	Medium	Medium	Medium	Light
Definition	Light	Medium	Medium	Light	Light	High	Medium	Medium
Elongation	Light	Light	Medium	Light	Medium	Medium	Light	Light

Each product contains the ideal levels of:



Choose based on your styling goals

## KENRA®

	Product	Fine	Medium	Coarse	Wavy	Curly	Coily
Prep	Moisturizing Shampoo	•	•	•	•	•	•
	Moisturizing Conditioner	•	•	•	•	•	•
	New! ALLCURL™ Cleansing Rinse	•	•	•	•	•	•
	New! ALLCURL™ Balancing Conditioner	•	•	•	•	•	•
	New! ALLCURL™ Hydrating Leave-in	•	•	•	•	•	•
	Daily Provision	•	•		•	•	
	Nourishing Masque	•	•	•	•	•	•
Layer	New! ALLCURL™ Lightweight Defining Crème		•	•	•	•	•
	New! ALLCURL™ Defining Jelly	•	•	•	•	•	•
	Sugar Beach Spray	•	•		•		
	Curl Defining Crème 5	•	•		•	•	•
	Curl Glaze Mousse 13		•	•	•	•	•
	Styling Gel 17		•	•		•	•
	Smoothing Spray	•	•		•	•	
	Smoothing Blowout Lotion 14			•			•
Finish	New! ALLCURL™ Sealing Oil		•	•	•	•	•
	Moisturizing Oil	•	•	•	•	•	•
	Anti-Humidity Spray	•	•	•	•	•	•
	Design Spray 9	•	•	•	•	•	•
	Dry Oil Control Spray 14		•	•	•	•	



	Product	Fine	Medium	Coarse	Wavy	Curly	Coily
Prep	Luxe Shine Shampoo	•	•	•	•	•	•
	Luxe Shine Conditioner	•	•	•	•	•	•
	Luxe One Leave-in	•	•	•	•	•	•
	Pearl Detangler	•	•	•	•	•	•
	Rapid Hydration Mask Light	•			•	•	•
	Rapid Hydration Mask Rich		•	•	•	•	•
Layer	Air Dry Crème 6	•	•		•	•	•
	Silkening Mist		•	•	•	•	•
	Luxe Shine Oil		•	•	•	•	•
Finish	Silkening Gloss		•	•	•	•	•

# texture guide

## SILK PRESS

A Silk Press is a modern-day update on the former press and curl. This process begins with shampoo/condition and is usually followed by applying a layering product prior to high heat flat iron application by sections; roots to ends. It provides natural hair the appearance of being relaxed without using harsh chemicals.

### How-to

**Step 1.** Prep hair by using a deep-cleansing shampoo and conditioner of your choice based on desired need and benefit to remove product buildup.

**Step 2.** Layer in leave-in conditioner of choice and detangle beginning at the ends and working up to the scalp. Also, layer in smoothing styling products of choice based on desired need and benefit.

**Step 3.** Section hair into four quadrants and blow-dry section by section in small subsections using medium to high tension at the scalp with a brush of choice, depending on hair type, length, and texture less product is more, so use sparingly and comb through so that the hair is lightly and evenly saturated.

**Step 4.** Layer in a thermal protectant onto dry hair starting at the nape. Take 1/4" subsections and flat iron (up to 400°F depending on hair health and texture) to ensure maximum smoothness and shine.

**Step 5.** Finish the look with a finishing product that allows movement in the hair and provides low to medium hold and high shine.

### Tools

Flat Iron (450°F)  
Blow Dryer (1900 Watts) & Concentrator  
Brushes: Paddle Brush, Denman Brush  
Combs  
Sectioning Clips



## TEXTURED HAIR BLOWOUT

A Textured Hair Blowout is when you take natural textured hair from wavy/curly to a straight/smooth. This process uses only a blow-dryer to smooth the cuticle for shiny, straight result. Additional heat tools can be used to add bend, loose waves or curls to the hair after straightening.

### How-to

**Step 1.** Prep hair by using a deep-cleansing shampoo and conditioner of your choice based on desired need and benefit to remove product buildup.

**Step 2.** Layer in leave-in conditioner of choice and detangle beginning at the ends and working up to the scalp. Also, layer in styling products of choice based on desired need and benefit. Depending on hair type, length, and texture, less product is more, so use sparingly and comb through so that the hair is lightly and evenly saturated.

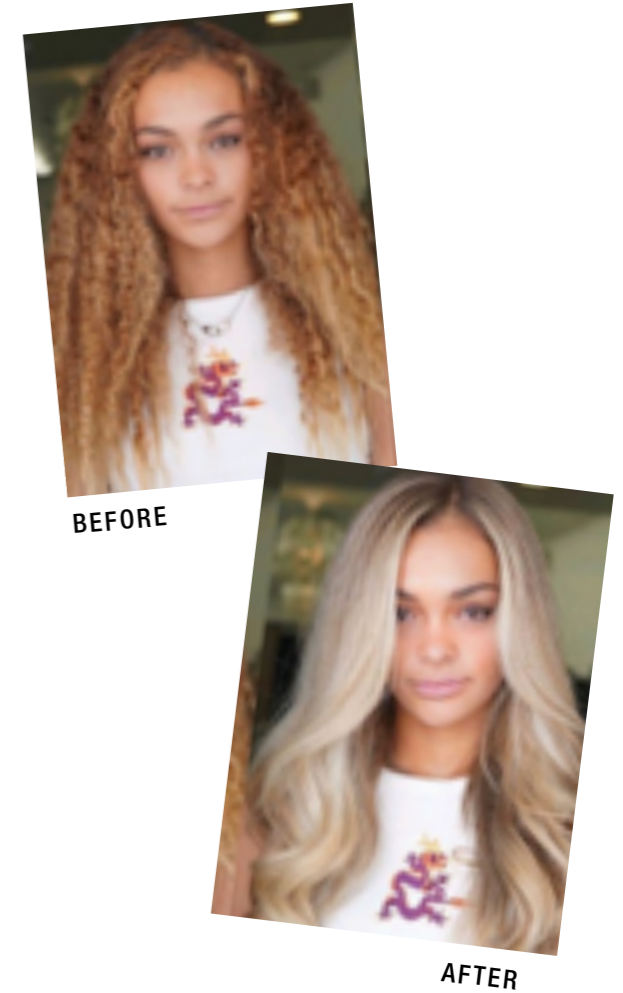
**Step 3.** Section hair into four quadrants and blow-dry section by section in small subsections using high tension to stretch out the curl pattern, while slowly working down that hair shaft.

**Step 4.** Layer in a thermal protectant onto dry hair starting at the nape. To create bodified barrel curls, take 1/2" subsections and begin curling on temperature of choice (up to 400°F dependent on hair health and texture) to ensure maximum smoothness, shine and body.

**Step 5.** Finish the look with a finishing product that resists humidity, allows movement in the hair, and provides low to medium hold and high shine.

### Tools

Flat Iron (450°F)  
Blow Dryer (1900 Watts) & Concentrator  
1 1/2- 2-inch Curling Iron (430°F)  
Paddle Brush  
Round Brush  
Combs  
Sectioning Clips



## FOR THE LOOK FEATURED

### Prep

Kenra Platinum Luxe Shine Shampoo  
Kenra Platinum Luxe Shine Conditioner

### Layer

Kenra Platinum Luxe One Leave-In  
Kenra Anti-Humidity Spray 5  
Kenra Smoothing Blowout Lotion 14  
Kenra Platinum Silkening Heat Crème

### Finish

Kenra Moisturizing Oil



## FOR THE LOOK FEATURED

### Prep

Kenra Platinum Luxe Shine Shampoo  
Kenra Platinum Luxe Shine Conditioner

### Layer

Kenra Platinum Luxe One Leave-In  
Kenra Anti-Humidity Spray 5  
Kenra Perfect Blowout 5  
Kenra Platinum Heat Block Spray 22

### Finish

Kenra Platinum Silkening Gloss



# texture guide

## WASH AND GO

Wash and Go is when the hair is worn in its natural state and products are used to add definition and control as the hair goes from a wet state to a dry state. This is done without manipulating or restructuring the natural curl pattern with the use of wet setting style techniques.

### Raking How-to

**Step 1.** Prep the canvas with a Shampoo and Conditioner of your choice if needed, shampoo twice to cleanse and remove product buildup

**Step 2.** Detangle by applying 3-4 sprays of a leave-in conditioner of your choice, using your fingers section hair into 4 quadrants and comb through with a wide tooth comb or paddle brush

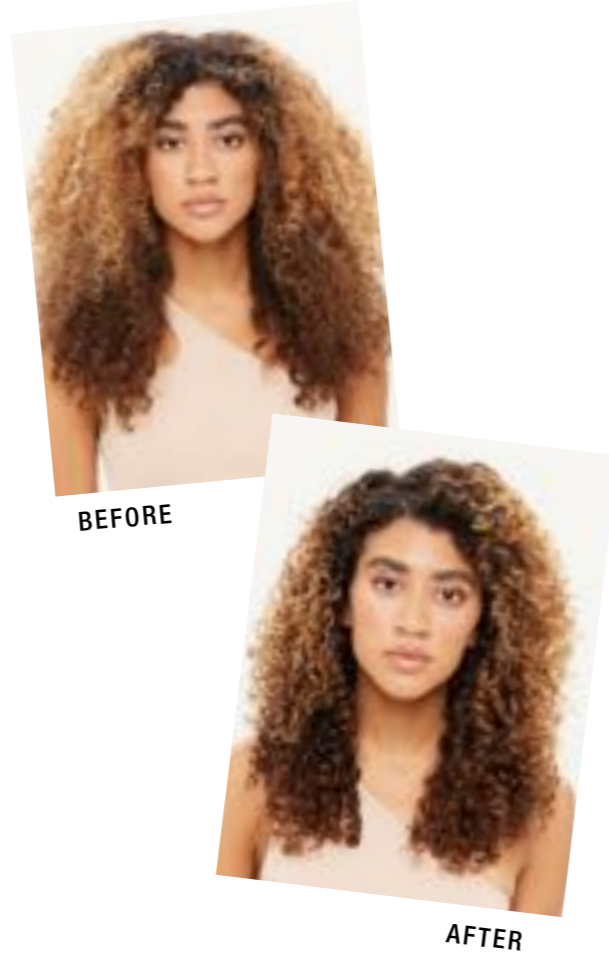
**Step 3.** Working in quadrants, layer styling products of choice using a raking technique with your fingers. Depending on hair texture, the hair may be damp or wet during this process. Continue until each quadrant is completed

**Step 4.** Dry 100% by air drying, diffusing or using a hooded dryer

**Step 5.** Once dry, finish with a product of your choice, complete the style by separating and adding volume to the curls using your fingers and a comb

### Tools

Blow Dryer + Diffuser  
Paddle Brush  
Classic Comb and Tail Comb  
Spray Bottle  
Single Prong Metal Clips  
Hair Pick



## WET SETTING

Wet Setting is when the natural curl pattern is reformed with the use of products, rods, and styling techniques such as; finger coils, rod setting, buns, braids, etc. as the hair goes from a wet to dry state.

### Finger Coil How-to

**Step 1.** Prep the canvas with a Shampoo and Conditioner of your choice. If needed, shampoo twice to cleanse and remove product buildup

**Step 2.** Detangle by applying 3-4 sprays of a leave-in conditioner of your choice. Using your fingers section hair into 4 quadrants and comb through with a wide tooth comb or your fingers

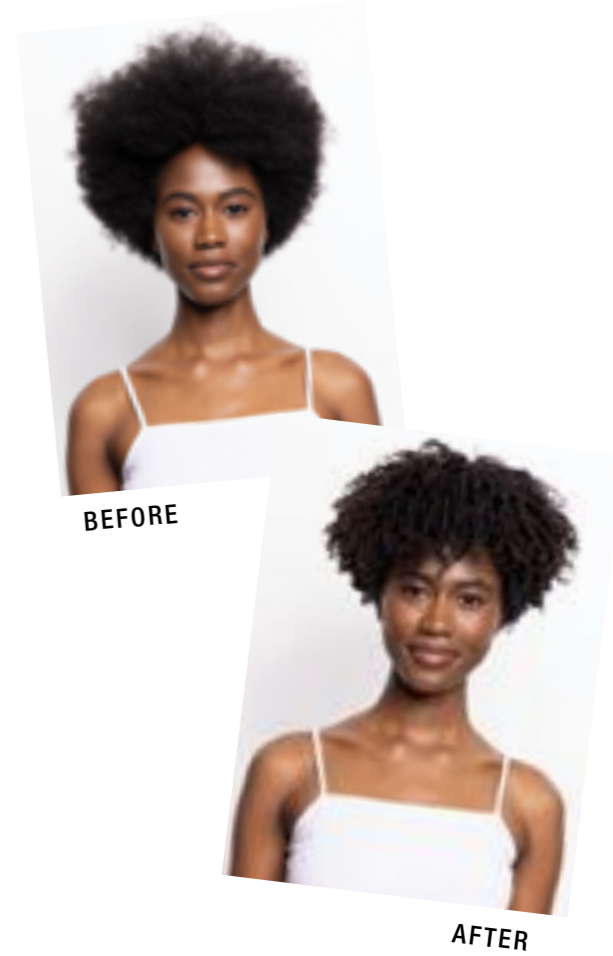
**Step 3.** To begin the finger coil, ensure the hair is 80% wet (spray with water if necessary). Working in quadrants, layer styling products of your choice, create 1/2 inch sub sections and start twisting into 1/2 inch curl groupings. Continue until each quadrant is completed

**Step 4.** Dry 100% by air drying, diffusing or using a hooded dryer

**Step 5.** Once dry, finish with product of your choice to complete the style, separate and add volume to the curls using your fingers and a comb

### Tools

Blow Dryer + Diffuser  
Paddle Brush  
Classic Comb and Tail Comb  
Spray Bottle  
Single Prong Metal Clips  
Hair Pick



## FOR THE LOOK FEATURED

### Prep

Kenra ALLCURL™ Rinse  
Kenra Platinum Rapid Hydration Mask Rich  
Kenra Platinum Luxe One Leave-In

### Layer

Kenra Curl Defining Crème

### Finish

Kenra ALLCURL™ Sealing Oil



## FOR THE LOOK FEATURED

### Prep

Kenra ALLCURL™ Rinse  
Kenra ALLCURL™ Conditioner  
Kenra ALLCURL™ Hydrating Leave-In

### Layer

Kenra ALLCURL™ Lightweight Defining Crème  
Kenra ALLCURL™ Defining Jelly

### Finish

Kenra ALLCURL™ Sealing Oil Spray



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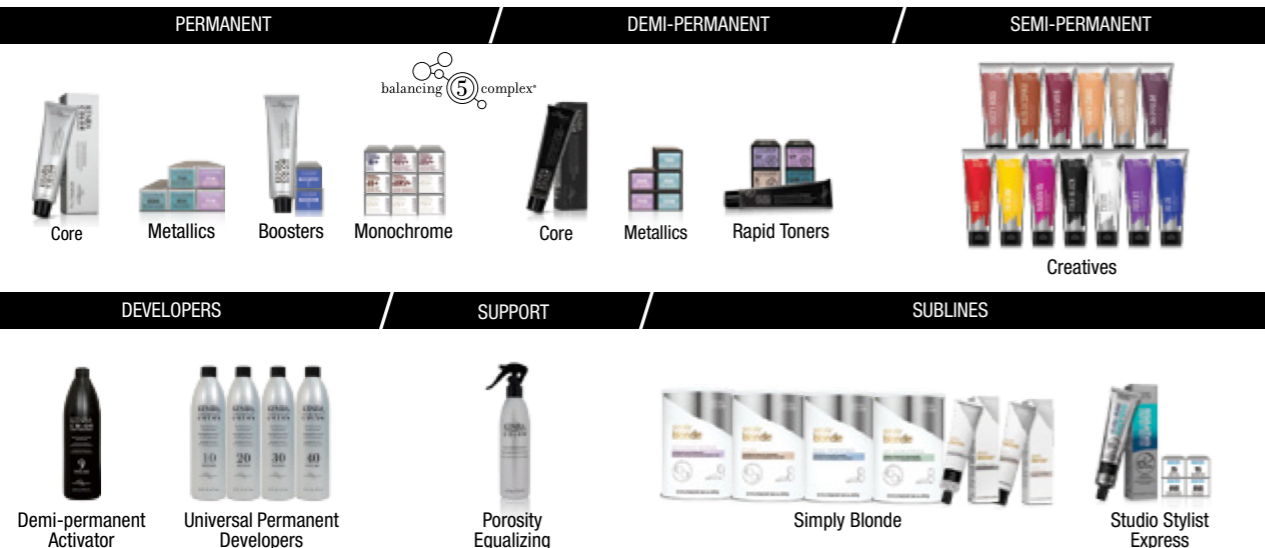
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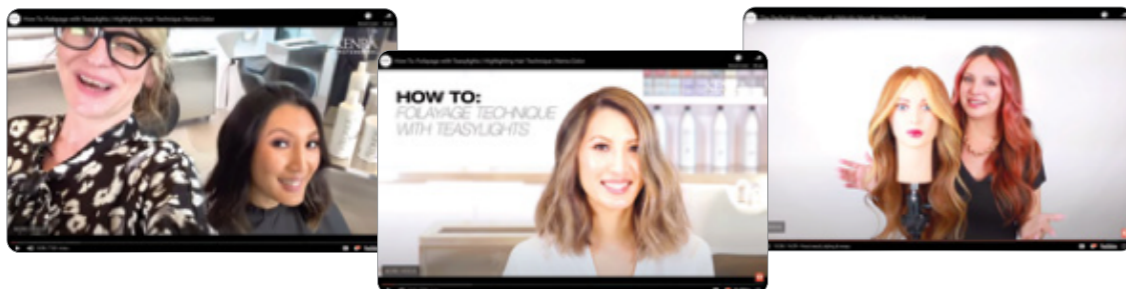
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## 3 Advanced

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