



KENRA<sup>®</sup>  
PROFESSIONAL

Texture Guide  
2022

# Texture Guide

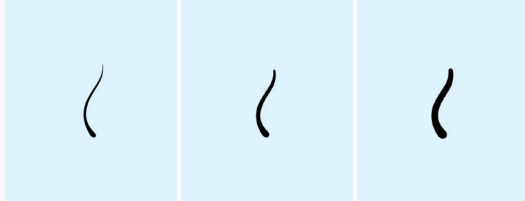
Our Texture Guide is designed to provide the basics on waves, curls, and coils. All recommendations are based on average hair condition, but can be refined to cater to specific needs.

## HAIR TEXTURE

Fine

Medium

Coarse



## HAIR TYPE

Straight

Wavy

Curly

Coily



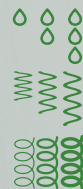
## NEW KENRA<sup>®</sup> ALLCURL<sup>™</sup>

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

								
	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:



**MOISTURE**

**ELONGATION**

**DEFINITION**

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 Creme		•	•	•	•	•
	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		•	•	•	•	

KENRA  
*platinum*

	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 ¼" 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



BEFORE

AFTER



Styled by:

Karina Hotchkiss

IG: @krina\_creates

## 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



## 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



BEFORE



AFTER



Styled by:  
Frances Canola  
IG: @frances\_hairartist

## 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 choicelf 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 + Diffusor  
Paddle Brush  
Classic Comb and Tail Comb  
Spray Bottle  
Single Prong Metal Clips  
Hair Pick



BEFORE



AFTER



Styled by:  
Jamie Lopez  
IG: @Jamie\_Lopez\_Hair

## 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



## 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 ½ inch sub sections and start twisting into ½ 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



Styled by:  
Pekela Riley  
IG: @pekelariley

## 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

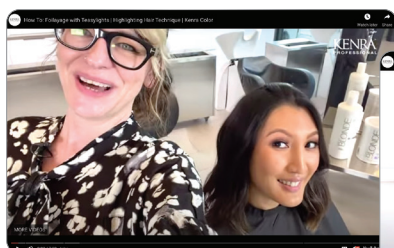


## CRAFTED TO MEET THE NEEDS OF THE MODERN STYLIST

### YOUTUBE

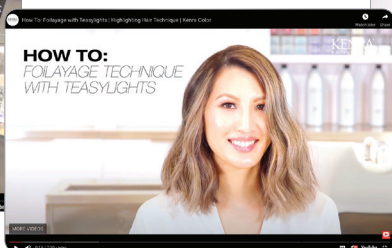
### VIRTUAL EDUCATION

### 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

## STYLING ALL CURLS

To learn more about the products within **Kenra** and **Kenra Platinum** designed provide the best styles for your curly guests & to take your curly styling to the next level join us virtually for **Styling All Curls!**

Curly-haired guests are often self-taught curl connoisseurs, but many are still on the quest to find the holy grail of styling. **Kenra ALLCURL™**, a new and innovative collection of care and styling products from Kenra Professional, is designed to work in tandem with your professional expertise to helping your wavy, curly, and coily guests look and feel their best. Combine forces with your guests' knowledge of their curls to identify the best **ALLCURL™** regimen and celebrate—all curls.



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 offering, and learn more about Kenra Professional Education, visit:

[kenraprofessional.com/education](https://kenraprofessional.com/education)

