

PRODUCT KNOWLEDGE

KENRA®





Experience reliable performance in every styling and haircare situation.

From iconic Volume Spray 25 to new multi-benefit care systems, KENRA® delivers straightforward solutions for today's hair concerns.



KENRA®

KENRA® offers 3 levels of care & styling products: **Prep, Layer, and Finish**

prep



Volume Moisture Color Protecting Violet Triple Repair Clarify Volume Dry Shampoo Daily Provision Nourishing Masque

layer



Texture Curl Volume Protect Control

finish



no hold 0 medium-firm hold 13 hold index 25 super hold 30 ultimate hold

Our **PREP** category is comprised of products that prepare hair for styling—including shampoos, conditioners, leave-ins, and dry shampoo.

Every great style starts with the proper cleansing and conditioning process to create the ideal canvas.

PRODUCT	BENEFIT
Clarify	deep clean reset
Color Protecting	color vibrancy
Daily Provision	hydration & detangling
Moisture	hydration
Moisturizing Oil	lightweight hydration
Nourishing Masque	deep hydration
Triple Repair	bond, seal, protect
Violet	neutralize brassy tones
Volume	body & fullness
Volume Dry Shampoo	volume & oil absorption





Next era hair repair
Experience TRIPLE-duty results:
Bond | Seal | Protect

triple repair

TRIPLE REPAIR SHAMPOO & CONDITIONER

bond, seal, protect

- Reduces breakage by over 89%*
*against combing techniques on damaged hair vs. a non-conditioning shampoo
- Free of SLS/SLES Sulfates*
*Sodium Lauryl Sulfate/Sodium Ether Laureth Sulfate
- Formulated with protective peptides & amino acids
- Color-safe

DIRECTIONS

Shampoo: Massage into wet hair, add water to lather. Rinse. Follow with Kenra® Triple Repair Conditioner and Kenra® Triple Repair Split End Mending Serum.

Conditioner: Massage into wet hair after cleansing with Kenra® Triple Repair Shampoo. Rinse. Follow with Kenra® Triple Repair Split End Mending Serum.

Sizes: 1.7 fl. oz., 10.1 fl. oz., 33.8 fl. oz.



The **BOND** you've been waiting for



SPLIT END MENDING SERUM

split end mending

- 90% sealed split ends with each use
- Significantly protects against environmental stressors like pollution and thermal damage
- Reduces frizz & provides humidity resistance for up to 72 hours

DIRECTIONS

After shampooing and conditioning with Kenra® Triple Repair Shampoo and Conditioner, apply Kenra® Triple Repair Split End Mending Serum on damp hair mid-lengths to ends. Style as desired.

Sizes: 6.5 fl. oz.

VOLUME SHAMPOO & CONDITIONER

body & fullness

- Increases volume by up to 45%*
*vs. fine, untreated hair, when using Kenra® Volume Shampoo & Conditioner
- Ideal for fine to normal hair
- Detangles and leaves hair feeling hydrated without weighing down hair
- Formulated with Bamboo Extract
- Color-safe

DIRECTIONS

Shampoo: Massage into wet hair, add water to lather. Rinse. Follow with Kenra® Volume Conditioner.

Conditioner: Massage into wet hair after cleansing with Kenra® Volume Shampoo. Rinse. Style as desired.

Sizes: 1.7 fl. oz., 10.1 fl. oz., 33.8 fl. oz.



MOISTURE SHAMPOO & CONDITIONER

hydration

- Improves manageability & boosts hydration
- Ideal for normal to dry hair
- Leaves hair feeling nourished, soft & smooth without feeling heavy
- Formulated with Cactus Flower Extract
- Color-safe

DIRECTIONS

Shampoo: Massage into wet hair after cleansing with Kenra® Moisture Conditioner. Rinse. Style as desired.

Conditioner: Massage into wet hair after cleansing with Kenra® Moisture Shampoo. Rinse. Style as desired.

Sizes: 1.7 fl. oz., 10.1 fl. oz., 33.8 fl. oz.



VIOLET SHAMPOO & CONDITIONER

neutralize brassy tones

- Formulated with cosmetic grade pigments
- Ideal for blonde or gray hair
- Adds shine & leaves dull, processed hair feeling moisturized
- Color-safe

DIRECTIONS

Shampoo: Massage into wet hair, add water to lather. Rinse. Follow with Kenra® Violet Conditioner. For best results, rotate weekly into your hair washing routine.

Conditioner: Massage into wet hair after cleansing with Kenra® Violet Shampoo. Rinse. Style as desired. For best results, rotate weekly into your hair washing routine.

Sizes: 1.7 fl. oz., 10.1 fl. oz., 33.8 fl. oz.



COLOR PROTECTING SHAMPOO & CONDITIONER

color vibrancy

- Maintain over 95% color vibrancy through 40 washes*
*when using Kenra® Color Protecting Shampoo & Conditioner system
- pH balanced
- Adds shine, & leaves dull, processed hair feeling moisturized
- Provides daily color protection with each wash
- Formulated with Moringa Leaf Extract
- Color-safe

DIRECTIONS

Shampoo: Massage into wet hair, add water to lather. Rinse. Follow with Kenra® Color Protecting Conditioner.

Conditioner: Massage into wet hair after cleansing with Kenra® Color Protecting Shampoo. Rinse. Style as desired.

Sizes: 1.7 fl. oz., 10.1 fl. oz., 33.8 fl. oz.



CLARIFY SHAMPOO

deep clean reset

- Removes damaging impurities and dulling deposits*
*laboratory tested using pollution particles
- Clarifies without leaving hair feeling dry or stripped
- Formulated with Willow Bark Extract
- Color-safe

DIRECTIONS

Shampoo: Massage into wet hair, add water to lather. Rinse and repeat if necessary. Follow with any Kenra® conditioner. For best results, rotate weekly into your hair washing routine.

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



VOLUME DRY SHAMPOO

oil absorbing

- Waterless shampoo instantly refreshes hair at the root
- Absorbs oils & impurities
- Translucent spray, leaving no white residue
- Builds the ideal foundation for styling

DIRECTIONS

Shake well. Spray in sections throughout dry hair to absorb oils and impurities. Start at the scalp and spray to ends. When dry, gently brush through to work product into hair.

Sizes: 1.2 oz., 5 oz.



NOURISHING MASQUE DEEP CONDITIONING TREATMENT

deep hydration

- Replenishes moisture & conditions for soft, smooth hair
- Repairs & rejuvenates dry, damaged hair
- Provides radiant shine
- Color-safe

DIRECTIONS

For daily use: Apply desired amount in sections on clean, damp hair. Massage into hair, leave on for 1-5 minutes. Rinse thoroughly.

For a deep conditioning treatment: Apply desired amount in sections on clean, damp hair. Comb through, cover with a plastic cap, add heat for 5-10 minutes. Rinse thoroughly.

Sizes: 5.1 fl. oz.



DAILY PROVISION

leave-in conditioner

- Hydrates, detangles & adds shine
- Improves breakage prevention
- Tames frizz & flyaways
- Provides thermal protection
- Helps to resist humidity
- Lightweight formulation for all hair types

DIRECTIONS:

Spray throughout damp or dry hair in sections, comb through to ends. Style with products as usual. Use throughout the day to control frizz and static.

Sizes: 8 fl. oz.



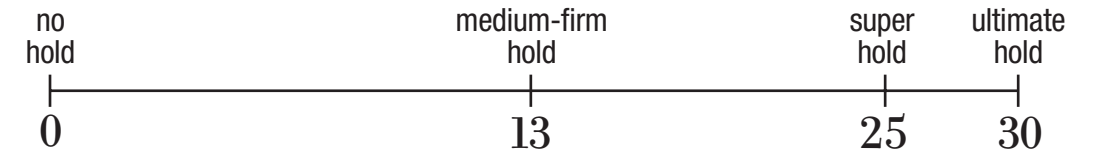
layer

Our **LAYER** category features products that provide hold, change shape, or temporarily alter texture. These high-performance formulas help ensure desired results, style, and longevity.

	PRODUCT	VOLUME	MOISTURE	SHINE	THERMAL PROTECTION	TEMPORARILY ALTER TEXTURE
TEXTURE	Sugar Beach Spray 7	•				•
	Matte Texture Putty 10		•			•
CURL	Curl Defining Creme 5		•	•	•	•
	Curl Glaze Mousse 13			•	•	•
VOLUME	Volume Mist 2	•			•	
	Dry Volume Burst 3	•				
	Volume Mousse 12	•			•	
	Root Lifting Spray 13	•			•	
	Volume Mousse Extra 17	•			•	
PROTECT	Moisturizing Oil		•		•	
	Smoothing Spray		•	•	•	•
	Perfect Blowout 5	•	•	•	•	
	Color Maintenance Thermal Spray 11			•	•	
	Smoothing Blowout Lotion 14		•	•	•	•
	Thermal Styling Spray 19			•	•	
CONTROL	Styling Gel 17			•		
	Nitro Memory Crème 18	•		•	•	
	Clear Paste 20			•		•

KENRA®

HOLD INDEX



Each product is assigned a hold level from 0-30. The greater the number, the greater the hold. All formulations are non-flaking, do not build up on the hair, and are shampoo soluble.





Texture
SUGAR BEACH SPRAY 7

touchable wavy texture

- Purified sugar cane for touchable texture
- Adds volume and texture without drying the hair
- Creates tousled beach waves with no crunch or stickiness

DIRECTIONS

Spray evenly on damp or dry hair. Dry with a diffuser or scrunch and style for texture.

Sizes: 4 fl. oz.



Texture
MATTE TEXTURE PUTTY 10

medium hold putty

- Provides a medium, flexible hold with a matte finish
- Replenishes moisture & softens hair
- Pliable consistency allows for effortless, versatile styling
- Easy to rework throughout the day

DIRECTIONS

Massage a dime to nickel size amount into palms and distribute evenly to damp or dry hair. Style, sculpt, and restyle as desired.

Sizes: 2 oz.



Volume
VOLUME MIST 2

volume builder

- Buildable volume that lasts up to 48 hours
- Low hold, flexible finish
- Lightweight, fine mist that won't weigh hair down
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Spray product from roots to ends in sections on damp hair. Heat style as desired. Low hold for flexible volume. Re-apply to dry hair if you wish to build volume or refresh style.

Sizes: 1.7 oz., 6 fl. oz.



Volume
DRY VOLUME BURST 3

soft hold volumizing spray

- Up to 9x the volume
- Dry application
- Tousled texture

DIRECTIONS

Shake well. Hold can 8-10" from hair. Lift & spray hair from roots to ends in short bursts to avoid over-usage.

Sizes: 7.5 oz.



Curl
CURL DEFINING CREME 5

curl enhancing creme

- Refines & separates curls & waves
- Provides styling control & shine with soft, touchable finish
- Tames frizz & flyaways
- Helps resist humidity
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Dispense 1-2 pumps in palms and apply to damp hair in sections. Diffuse or air-dry while sculpting.

Sizes: 3.4 fl. oz.



Curl
CURL GLAZE MOUSSE 13

curl control glaze

- Provides curls with shine, control & definition
- Non-drying, non-flaking
- Leaves curls soft to the touch
- Helps resist humidity & tames frizz
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Shake well. Dispense into palms and massage until foam is clear. Apply evenly in sections on wet hair while sculpting. Diffuse or air-dry. Apply more as needed.

Sizes: 6.75 oz.



Volume
VOLUME MOUSSE 12

medium hold mousse

- Non-drying, non-flaking lightweight formulation
- Provides styling control without stiffness & stickiness
- Tames frizz & conditions
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Shake well. Invert can upside down and apply desired amount into palms. Distribute evenly throughout damp hair in sections. Blow-dry or style as desired.

Sizes: 8 oz.



Volume
ROOT LIFTING SPRAY 13

volume building foam

- Boost hair at the roots & volumizes entire style
- Creates ultimate lift & long-lasting style support
- Provides flexible fullness without weight or stiffness
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Shake well. On damp hair, spray onto parted sections near the scalp for maximum lift. Blow-dry hair away from scalp.

Sizes: 8 oz.



Volume
VOLUME MOUSSE EXTRA 17
firm hold mousse

- Non-drying, non-flaking, lightweight formulation
- Provides styling control without stiffness or stickiness
- Tames frizz & conditions
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Shake well. On damp hair, apply desired amount to hands and distribute evenly throughout hair. Blow-dry style or allow to air-dry.

Sizes: 8 oz.



Protect
MOISTURIZING OIL
lightweight hydrating oil

- Absorbs into all hair types adding weightless moisture
- Multi-purpose oil for treating, styling, & finishing
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Treatment: Apply several drops into Kenra® Moisturizing Shampoo and Conditioner, wash as normal.

Styling: Apply to towel dried hair, mid-lengths to ends and blow dry with your favorite Kenra® Professional styler.

Finishing: Apply mid-lengths to ends to control flyaways and add a polished shine to any look.

Sizes: 2.7 fl. oz.



Protect
COLOR MAINTENANCE THERMAL SPRAY 11
medium hold hairspray

- Maintains color vibrancy up to 25 heat styles
- Medium hold for styling versatility
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Shake well. Hold can 8-10" from hair.

As a styler: Use before hot tools for thermal protection and to lock in color.

As a finisher: Spray from mid-lengths to ends for desired hold and finishing results.

Sizes: 8 oz.



Protect
SMOOTHING BLOWOUT LOTION 14
blow-dry lotion

- Up to 4 days without frizz
- Enhances smoothness & manageability of a blowout
- Increases softness & moisture for healthy looking hair
- Medium hold, ideal for medium to coarse hair
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Apply evenly and comb throughout damp hair. Blow-dry and style as desired.

Sizes: 10.1 fl. oz.



Protect
SMOOTHING SPRAY
ultra-fine blowout spray

- Instant lightweight smoothing
- Ideal for fine to medium hair
- Up to 3 days of frizz-free styles
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Shake well. Hold can 8-10" and apply to damp hair on mid-lengths/ends and brush through. Blow-dry in sections for optimal smoothing. Style with heat tool if desired.

As a finisher: spray from mid-lengths to ends for a polished finish.

Sizes: 4.2 fl. oz.



Protect
PERFECT BLOWOUT 5
light hold styling creme

- Increases all over body & fullness
- Lightweight formula
- Enhances shine & tames frizz
- Ideal for blowout & styling control
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Apply evenly throughout damp hair before blow-drying.

Sizes: 5 fl. oz.



Protect
THERMAL STYLING SPRAY 19
firm hold heat-activated spray

- Provides firm hold & styling control for hot tool usage
- Non-sticking formula for clean styling tool release
- Tames frizz, flyaways & adds shine
- Thermal protection up to 428 °F / 220 °C

DIRECTIONS

Separate dry hair into sections. Generously spray each section. Apply heat with a styling tool. Finish with an overall mist for desired results.

Sizes: 10.1 fl. oz.



Control
STYLING GEL 17
firm hold gel

- Provides excellent support for any style
- Creates fullness & adds shine
- Controls coarse, unruly hair textures
- Alcohol-free, non-drying & non-flaking

DIRECTIONS

Massage in palms or fingertips and distribute evenly to damp or dry hair. Blow-dry style, sculpt, shape, or allow to air-dry.

Sizes: 6 fl. oz.



Control
NITRO MEMORY
CRÈME 18

firm hold crème mousse

- Provides 3-day style memory
- 1st nitrogen crème mousse
- No stick application
- Flexible, firm hold
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS

Shake well. Turn can upside down. Apply small amount into palms and distribute evenly throughout damp hair in sections. It is 10x denser than the typical mousse, so use sparingly. Blow-dry or style as preferred.

Sizes: 8 oz.



Control
CLEAR PASTE 20

high shine paste

- Provides maximum styling control
- Creates movable, pliable texture
- Adds a gloss finish
- Water-soluble

DIRECTIONS

Massage dime size amount in palms or fingertips and distribute evenly to damp or dry hair. Blow-dry, sculpt, and style or allow to air-dry.

Sizes: 2 oz.

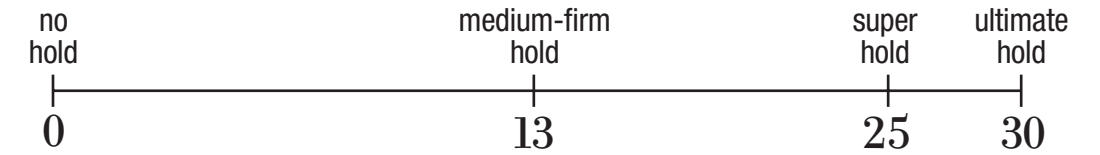


After styling is complete, our **FINISH** products lock in the style to deliver additional hold, nourishment, and a touch of shine.

	PRODUCT	BENEFIT
NO HOLD	Dry Oil Conditioning Mist	soft-touch nourishing spray
	Shine Spray	instant weightless shine spray
LOW HOLD 1-10	Anti-Humidity Spray 5	frizz & static control spray
	Fast-Dry Hairspray 8	flexible hold thermal spray
	Design Spray 9	light hold hairspray
MEDIUM-FIRM HOLD 11-19	Perfect Medium Spray 13	medium hold hairspray
	Dry Oil Control Spray 14	medium hold nourishing hairspray
	Volumizing Spray Clay 15	bodifying sculpting spray
	Artformation Spray 18	firm hold hairspray
HIGH HOLD 20-30	Shaping Spray 21	alcohol free extra firm hold hairspray
	Volume Spray 25	super hold finishing spray
	Volume Spray Non-Aerosol 25	super hold finishing spray
	Ultra Freeze Spray 30	ultimate hold hairspray

KENRA®

HOLD INDEX



Each product is assigned a hold level from 0-30. The greater the number, the greater the hold. All formulations are non-flaking, do not build up on the hair and are shampoo soluble.





**No Hold
DRY OIL
CONDITIONING MIST**
soft-touch nourishing spray

- Lightweight spray oil blend
- Instant softness & shine
- Dry conditioner

DIRECTIONS
Shake well. Hold can 8-10" from hair. To finish or refresh any style, spray from mid-lengths to ends.

Sizes: 5 oz.



**No Hold
SHINE SPRAY**
instant weightless shine spray

- Provides weightless instant shine to any style
- Tames frizz & flyaways
- Enhances color vibrancy

DIRECTIONS
Shake well. Hold can 8-10" from hair & spray a light mist over entire style for a radiant, polished finish.

Sizes: 5.5 oz.



**Low Hold
DESIGN SPRAY 9**
light hold hairspray

- Tames frizz & flyaways
- Lightweight, brush-able formula
- Provides enhanced definition for moveable styles

DIRECTIONS
Shake well. Hold can 8-10" from hair. Spray desired amount for a light, flexible hold.

Sizes: 10 oz.



**Medium-Firm Hold
PERFECT MEDIUM
SPRAY 13**
medium hold hairspray

- Provides styling control without stiffness
- Fast-drying formulation for touchable, brush-through hold
- Finishes with natural shine

DIRECTIONS
Shake well. Hold can 8-10" from hair. Spray for desired hold, styling, and finishing results.

Sizes: 1.5 oz., 10 oz.



**Low Hold
ANTI-HUMIDITY
SPRAY 5**
frizz & static control spray

- 72-hour humidity resistance & protection*
*vs. untreated hair
- Lightweight, low hold formula
- Increases manageability
- Thermal protection up to 450 °F / 232 °C

DIRECTIONS
Shake well. Hold can 8-10" from hair. Apply all-over to lock-in humidity & static control.

Sizes: 1.7 oz., 5 oz.



**Low Hold
FAST-DRY
HAIRSPRAY 8**
flexible hold thermal spray

- Multi-functional spray, ideal for styling & finishing
- Can be layered for buildable hold throughout the day
- Rapid dry for sizzle-free thermal styling up to 450 °F / 232 °C

DIRECTIONS
Shake well. Hold can 8-10" from hair. Apply to dry hair while styling with hot tools. Use to finish style and reapply to build hold throughout the day.

Sizes: 8 oz.



**Medium-Firm Hold
DRY OIL CONTROL
SPRAY 14**
medium hold nourishing spray

- Breakthrough oil with hold technology
- Tames frizz & flyaways
- Nourishing oil blend

DIRECTIONS
Shake well. Hold can 8-10" from hair.

As a styler: Section and spray to control frizz while styling.

As a finisher: Spray from mid-lengths to ends to tame flyaways.

Sizes: 8 oz.



**High Hold
VOLUMIZING
SPRAY CLAY 15**
bodifying sculpting spray

- 3x the fullness
- Medium hold provides long-lasting texture & volume
- Ultra-dry formula with a pliable finish

DIRECTIONS
Shake well. Hold can 8-10" from hair. For a super texturized finish, spray over mid-lengths to ends in short bursts. To build moldable body, spray between layers at the base.

Sizes: 4 oz.



**Medium-Firm Hold
ARTFORMATION
SPRAY 18**

firm hold hairspray

- Working spray great for building styles
- Controls unmanageable hair while remaining brushable
- Creates volume & shine

DIRECTIONS

Shake well. Hold can 8-10" from hair. Spray desired amount for hold, styling and finishing results.

Sizes: 10 oz.



**High Hold
ALCOHOL FREE
SHAPING SPRAY 21**

extra firm hold hairspray

- 1st professional alcohol free hairspray
- Max moisture retention
- Optimal working time
- High shine

DIRECTIONS

Shake well. Hold can 8-10" from hair. Optimized drying time allows for working styles before setting.

Sizes: 8 oz.



**High Hold
ULTRA FREEZE
SPRAY 30**

ultimate hold hairspray

- Locks styles with a long-lasting, ultra-firm hold
- Dries instantly
- High humidity resistance up to 24 hours
- Provides a flake-free, high-shine finish

DIRECTIONS

Shake well. Hold can 8-10" from hair. Spray for desired hold and finishing results.

Sizes: 10 oz.



**High Hold
VOLUME SPRAY
NON-AEROSOL 25**

super hold finishing spray

- Wind resistant up to 25MPH
- High humidity resistance up to 24 hours
- Super hold up to 120 hours
- Flake-free

DIRECTIONS

Shake well. Hold bottle 8-10" from hair and spray in short bursts. Reapply after styling.

Sizes: 10.1 fl. oz.



**High Hold
VOLUME SPRAY 25**

super hold finishing spray

- Wind resistant up to 25MPH
- High humidity resistance up to 72 hours
- Super hold up to 120 hours
- Product provides a flake-free finish
- Fast-drying Formula

DIRECTIONS

Shake well. For super hold, hold can 8-10" from hair and spray over entire finished style in short bursts. To build volume, spray between layers at the base.

Sizes: 1.5 oz., 10 oz., 16 oz.



Three unique brands driven by the daily needs of stylists.

KENRA®

Kenra provides simple, reliable solutions for every salon scenario designed to service every client's need for nourished, healthy hair. From iconic Volume Spray 25 to **NEW** multi-benefit care systems, Kenra® delivers straightforward solutions for today's hair concerns.

prep

Volume, Moisture, Color Protecting, Violet, Triple Repair, Clarify, Volume Dry Shampoo, Daily Provision, Nourishing Masque

layer

Texture, Curl, Volume, Protect, Control

finish

no hold 0, medium hold 13, super hold 25, ultimate hold 30

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.

Luxe Shine, Thickening, Restorative, Color Charge, Dry Shampoo, Pearl Detangler

Luxe Shine, Thickening, Blow-Dry, Texturizing, Boost & Protect, Smooth & Straighten

no hold 0, super hold 26

finish

KENRA COLOR®

Discover inspiring and 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.

PERMANENT / DEMI-PERMANENT / DEVELOPERS / SUPPORT / SUBLINES

Core, Metallics, Boosters, Core, Metallics, Rapid Toners, Demi-Permanent Activator, Permanent Developers, Porosity Equalizing, Simply Blonde, Studio Stylist Express

OUR PROMISE TO YOU

VIRTUAL EDUCATION • YOUTUBE • IN-SALON EDUCATION

Kenra Professional is dedicated to supporting you, the salon professional, through virtual and live education.



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



SLEEK BLOW DRY TUTORIAL

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



IN SALON:
Advance Your Skill set
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

Learn 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, Artistic Team @thebrittanyshairs

"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, Senior Education Manager @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, please scan:



Education

KENRA®



We are PETA Certified.

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

Need more information? We are here to help.
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