



KENRA®

PRODUCT  
KNOWLEDGE

# PRODUCT KNOWLEDGE



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**.

AWARD-WINNING  
PERFORMANCE

ICONIC





PREP

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

Kenra provides simple, superior solutions in every salon scenario with a pH-balancing system designed to service every client's needs for harmoniously healthy hair.

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

Each care collection is formulated at the ideal pH range, based upon desired benefit, to match the pH of hair, sebum, and scalp.

RANGE	BENEFIT
Brightening	Violet Toning
Clarifying Shampoo	Deep Cleansing
Color Maintenance	Color-Treated
Daily Provision	Hydration
Moisturizing	Hydration
Nourishing Masque	Deep Hydration
Strengthening	Anti-Breakage
Sugar Beach	Texture
Volume Dry Shampoo	Volume
Volumizing	Body & Fullness

## VOLUMIZING

### VOLUMIZING SHAMPOO & CONDITIONER

body & fullness

- Creates body, bounce & fullness for fine, lifeless hair
- Increases volume by 30%
- Extends lift from stylers by up to 155%
- pH-balancing system to lift at the root & encourage supple growth

#### Directions

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

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

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



PAIR WITH  
**VOLUMIZING  
POWDER 14**  
click for details

## Maximize Volume



## COLOR MAINTENANCE

### COLOR MAINTENANCE SHAMPOO & CONDITIONER

color locking

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

#### Directions

**Shampoo:** Massage into wet hair, add water to 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.



PAIR WITH  
**COLOR  
MAINTENANCE  
THERMAL  
SPRAY 11**  
click for details

## Protect Color



## MOISTURIZING

### MOISTURIZING SHAMPOO & CONDITIONER

hydration

- Hydrates for smooth, soft, & shiny hair
- Improves manageability by over 50%
- Best for all hair types
- pH-balancing system to balance moisture levels

#### Directions

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

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

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

## Balance Moisture



## MOISTURIZING

### MOISTURIZING OIL

lightweight hydration oil

- Absorbs into all hair types adding weightless moisture
- Multipurpose oil for treating, styling, and finishing
- Provides thermal protection up to 450° F

#### Directions

**Treatment:** Apply several drops into 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 fly-a-ways and add a polished shine to any look.

Size: 2.7 fl. oz.

## Lightweight Hydration



PREP  
FINISH / LAYER

## STRENGTHENING

### STRENGTHENING SHAMPOO & CONDITIONER

anti-breakage

- Fortifies hair against daily aggressors
- Reduces up to 99% of breakage
- Visibly healthier hair after one use
- pH-balancing system to improve elasticity for healthy hair from root to tip

#### Directions

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

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

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

## Stop Breakage



## STRENGTHENING

### STRENGTHENING TREATMENT

anti-breakage deep masque

- Reduces up to 99% of breakage
- Intense anti-breakage formula for backbar services
- Deep conditioning treatment
- Visibly healthier hair after one use

#### Directions

After shampooing hair with preferred Kenra Shampoo, apply to hair and work mid-lengths to ends. Leave for 5 minutes. Rinse thoroughly.

Sizes: 5 fl. oz.

## 99% Less Breakage



## BRIGHTENING

### BRIGHTENING SHAMPOO & CONDITIONER

daily violet toning shampoo

- Eliminates brassy tones to enhance blonde, gray and silver hair
- Features Advanced Brightening Technology to increase brightness by up to 80%
- Prevents oil buildup to reduce frequent washing
- Increases manageability by up to 20% after first use
- Formulated for daily color maintenance

#### Directions

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

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

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

## Instantly Brighten



## BRIGHTENING

### BRIGHTENING TREATMENT

intense violet toning masque

- Instantly tones hair after first use by eliminating brassy tones
- Features Advanced Brightening Technology to increase brightness by up to 80%
- Provides intense moisture for repairing, dull, damaged hair
- Increases manageability by up to 20% after first use
- Formulated for intense toning

#### Directions

Apply desired amount to freshly shampooed hair, focusing at the root and working down to the ends. Leave for 3-5 minutes depending on desired result. Rinse thoroughly. Use 1-2 times a week.

Sizes: 5 fl. oz.

## Maximum Toning



## TEXTURIZING

### SUGAR BEACH SHAMPOO & CONDITIONER

texturizing

- Produced with 100% recycled **CEANBOUND** PLASTIC
- Purified sugar cane for touchable texture
- Creates amplified, soft waves while providing moisture
- Lightweight formula that adds texture and volume

#### Directions

**Shampoo:** Massage into wet hair, add water to lather. Rinse. Follow with Kenra Sugar Beach Conditioner.

**Conditioner:** Remove excess moisture, massage into hair after cleansing with Kenra Sugar Beach Shampoo. Rinse thoroughly.

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

## Sweet Soft Texture



PAIR WITH  
**SUGAR BEACH  
SPRAY 7**

**SUGAR BEACH  
SUN CRÈME 12**  
click for details



## SPECIALTY

### CLARIFYING SHAMPOO

shampoo for removing dulling deposits

- Restores hair's natural radiance
- Removes dulling deposits & build-up
- Brightens highlighted, bleached or gray hair
- Cleanses deeply without drying hair

#### Directions

Massage into wet hair, add water to lather. Rinse and repeat if necessary. For color-treated hair, add once a week to Color Maintenance System to remove deposits that may dull hair color.

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



## MISCELLANEOUS

### DAILY PROVISION

leave-in conditioner

- Hydrates, detangles & adds shine
- Improves breakage prevention & helps reduce split ends
- Tames frizz & flyaways (static)
- 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.

Size: 8 fl. oz.



### NOURISHING MASQUE

deep conditioning treatment

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

#### Directions

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

Size: 5.1 fl. oz.



### VOLUME DRY SHAMPOO

oil absorbing 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. Starting at the scalp and spray to ends. When dry, gently brush through to work product into hair.

Size: 5 oz.



Click to play video



FINISH / LAYER PREP

# WHAT DO YOUR CURLS CRAVE?

## NEW KENRA® ALLCURL™

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

Each product contains the ideal levels of:

-  **MOISTURE**
-  **ELONGATION**
-  **DEFINITION**

Choose based on your styling goals








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

THE PERFECT BLEND OF PRODUCTS FOR YOUR STYLING NEEDS

## KEY BENEFITS

Focuses on 3 key attributes:

-  **MOISTURE**
-  **ELONGATION**
-  **DEFINITION**



BEFORE

AFTER



**STEP 1**  
Cleanse & Condition with **ALLCURL** Cleansing Rinse & **ALLCURL** Balancing Conditioner. Work **ALLCURL** Hydrating Leave-In Spray through damp hair.

**STEP 2**  
Layer **ALLCURL** Lightweight Defining Crème & **ALLCURL** Defining Jelly.



**STEP 3**  
Enhance softness & shine with **ALLCURL** Sealing Oil Spray.



BEFORE

AFTER



**STEP 1**  
Cleanse & Condition with **ALLCURL** Cleansing Rinse & **ALLCURL** Balancing Conditioner. Work **ALLCURL** Hydrating Leave-In Spray through damp hair.

**STEP 2**  
Enhance moisture & natural curl pattern with **ALLCURL** Defining Jelly.



**STEP 3**  
Enhance softness & shine with **ALLCURL** Sealing Oil Spray.





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

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



	PRODUCT	VOLUME	MOISTURE	SHINE	THERMAL PROTECTION	TEXTURE
<b>NO HOLD</b>	Smoothing Spray		•	•	•	
<b>LOW HOLD 1-10</b>	Dry Volume Burst 3	•				•
	Curl Defining Creme 5		•	•		
	Perfect Blowout 5		•		•	
	Sugar Beach Spray 7					•
	Matte Texture Putty 10		•			
<b>MEDIUM HOLD 11-19</b>	Color Maintenance Thermal Spray 11			•	•	
	Sugar Beach Crème 12					•
	Volume Mousse 12	•				
	Curl Glaze Mousse 13			•		
	Root Lifting Spray 13	•				
	Volumizing Powder 14	•				•
	Smoothing Blowout Lotion 14		•	•	•	
	Styling Gel 17			•		
	Volume Mousse Extra 17	•				
	Thermal Styling Spray 19			•	•	
<b>HIGH HOLD 20-30</b>	Nitro Memory Crème 18	•		•	•	
	Clear Paste 20			•		

## NO HOLD

### SMOOTHING SPRAY

ultra-fine blow-out spray

- Instant Lightweight Smoothing
- Ideal for fine to medium hair
- Provides up to 3 days of frizz free styles
- Provides 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.

Size: 4.2 oz.



## LOW HOLD

### 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

#### Directions

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

Size: 3.4 fl. oz.



## LOW HOLD

### PERFECT BLOWOUT 5

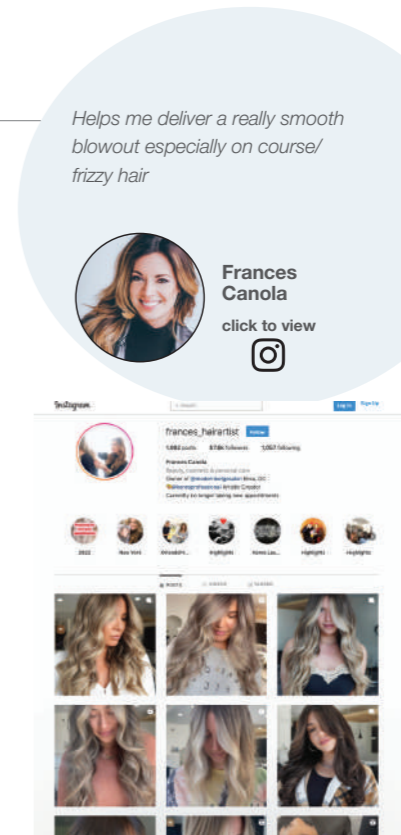
light hold styling creme

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

#### Directions

Apply evenly throughout damp hair before blow-drying.

Size: 5 fl. oz.

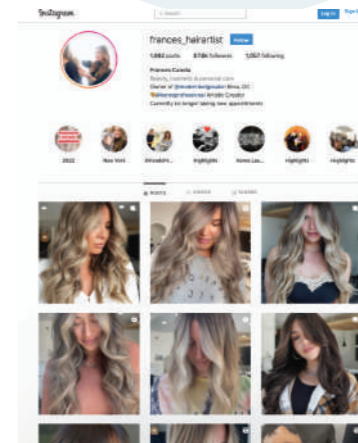


Helps me deliver a really smooth blowout especially on course/frizzy hair



**Frances Canola**

click to view



FINISH LAYER PREP

## LOW HOLD

### DRY VOLUME BURST 3

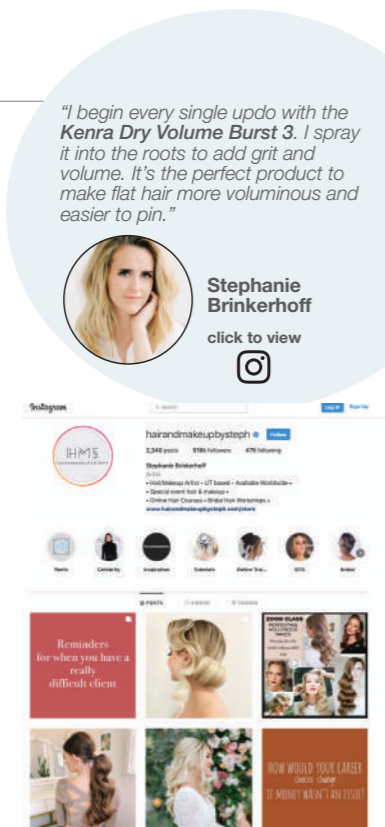
soft hold volumizing spray

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

#### Directions

Shake well. Hold can 8-10" from hair. Lift & spray hair roots to ends. Apply in short bursts. Spray for desired hold, styling, and finishing results.

Size: 7.5 oz.

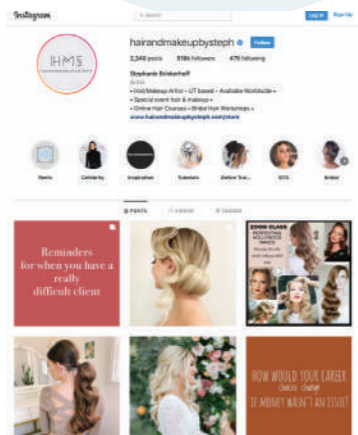


"I begin every single updo with the Kenra Dry Volume Burst 3. I spray it into the roots to add grit and volume. It's the perfect product to make flat hair more voluminous and easier to pin."



**Stephanie Brinkerhoff**

click to view



## LOW HOLD

### SUGAR BEACH SPRAY 7

texturizing spray

- 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: 4.0 fl. oz.



Touchable wavy texture without stickiness or crunch

### 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.

Size: 2 oz.



## MEDIUM HOLD

### 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

#### 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.

Size: 8.0 oz.



### SUGAR BEACH SUN CRÈME 12

texturizing sun crème

- Purified sugar cane for touchable texture
- Provides sun protection against color fading
- Enhances natural texture
- Helps prevent damage by giving hair moisture

#### Directions

Apply the Sugar Beach Sun Crème evenly throughout damp hair and air dry for texture. Apply to dry hair for maximum sun protection against color fading.

Sizes: 3.4 fl. oz



## MEDIUM HOLD

### ROOT LIFTING SPRAY 13

volume building foam

- Boosts hair at the roots & volumizes entire style
- Creates ultimate lift & long-lasting style support
- Provides flexible fullness without weight or stiffness

#### Directions

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

Size: 8 oz.



### SMOOTHING BLOWOUT LOTION 14

blow-dry lotion

- Up to 4 days without frizz
- Enhances smoothness & manageability of a blowout
- Increases softness & moisture healthy looking hair
- Medium hold, ideal for medium to coarse hair

#### Directions

Apply the leave-in lotion evenly and comb throughout damp hair. Blow-dry and style as desired.

Size: 10.1 fl. oz.



### VOLUME MOUSSE 12

medium hold mousse

- Non-drying, non-flaking lightweight formulation
- Provides styling control without stiffness or stickiness
- Tames frizz & conditions
- Provides 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.

Size: 8 oz.



### 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
- Provides thermal protection up to 450°F (232°C)

#### Directions

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

Size: 6.75 oz.



### VOLUMIZING POWDER 14

medium hold, texturizing powder

- 3x the volume
- Style longevity up to 72 hours
- No residue, easy workable formula
- Volume, texture and style longevity make this powder the ideal updo or styling tool

#### Directions

Section and apply two pumps at the root and massage until absorbed. Apply additional pumps until desired result is achieved.

Size: .35 oz.



### 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.

Size: 6 fl. oz.



## MEDIUM HOLD

### VOLUME MOUSSE EXTRA 17

firm hold mousse

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

#### Directions

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

Size: 8 oz.



### THERMAL STYLING SPRAY 19

firm hold heat-activated spray

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

#### Directions

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

Size: 10.1 fl. oz.



## HIGH HOLD

### NITRO MEMORY CRÈME 18

firm hold crème mousse

- 3 day style memory
- 1<sup>st</sup> Nitrogen crème mousse
- No stick application
- Flexible, firm hold

#### Directions

Shake well. Invert can upside down.

Apply desired amount into palms and distribute evenly throughout damp hair in sections. Blow-dry or style as preferred.

Size: 8.0 fl. oz.



### 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.

Size: 2 oz.



## VOLUMIZING POWDER 14

3X the Volume

From the volume experts, now in powder format.

- Style longevity **up to 72 hours**
- No residue, **easy workable formula**
- Mess-free **targeted puff spray**





Our **FINISH** products are added after styling is complete, to lock in the style and provide additional hold, nourishment, control, and/or shine. Each product is assigned a hold index from 0-30. The greater the number, the greater the hold.



	PRODUCT	BENEFIT
NO HOLD	Dry Oil Conditioning Mist	Soft-Touch Nourishing Spray
	Shine Spray	Instant Weightless Shine Spray
LOW HOLD 1-10	Fast-Dry Hairspray 8	Flexible Hold Thermal Spray
	Design Spray 9	Light Hold Hairspray
MEDIUM HOLD 11-19	Perfect Medium Spray 13	Medium Hold Hairspray
	Dry Oil Control Spray 14	Medium Hold Nourishing Spray
	Volumizing Spray Clay 15	Bodifying Sculpting Spray
HIGH HOLD 20-30	Artformation Spray 18	Firm Hold Hairspray
	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

## NO HOLD

### DRY OIL CONDITIONING MIST

soft-touch nourishing spray

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

#### Directions

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

Size: 5 oz.



### 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 and spray a light mist over entire style for a radiant, polished finish.

Size: 5.5 oz.



## LOW HOLD

### FAST-DRY HAIRSPRAY 8

flexible hold thermal spray

- Multifunctional spray, ideal for styling & finishing
- Rapid drying for sizzle-free thermal styling up to 450°F (232°C)
- Can be layered for buildable hold throughout the day

#### Directions

Shake well. Apply to dry hair while styling with hot tools. Use to finish style and reapply to build hold throughout the day.

Size: 8 oz.



### DESIGN SPRAY 9

light hold hairspray

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

#### Directions

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

Size: 10 oz.



## MEDIUM 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.

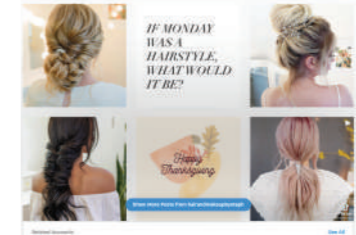
Sizes: 1.5 oz., 10 oz.

"I use the Kenra Perfect Medium Spray 13 as a finishing product to add separation and help control frizz through the ends of the hair. It's great for creating a wispy, piecey texture that's not too fluffy or frizzy."



**Stephanie Brinkerhoff**

click to view



### DRY OIL CONTROL SPRAY 14

medium hold nourishing spray

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

#### 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.

Size: 8 oz.



### 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. For a super textured finish, hold can 8-10" from hair and spray over mid lengths to ends in short bursts. To build moldable body, spray between layers at the base.

Size: 4 oz.



## HIGH 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.

Size: 10 oz.



### ALCOHOL FREE SHAPING SPRAY 21

extra firm hold hairspray

- 1<sup>ST</sup> professional alcohol free hairspray
- Max moisture retention
- Optimal working time
- Extra firm hold & high shine

#### Directions

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

Sizes: 8 oz.



### VOLUME SPRAY 25 NON-AEROSOL

super hold finishing spray

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

#### Directions

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

Size: 10.1 fl. oz.



### 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.

Size: 10 oz.



## HIGH HOLD

### VOLUME SPRAY 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 & fast-drying

#### 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.

13X



LAYER / PREP  
FINISH





3-DAY  
HUMIDITY  
PROTECTION

New  
**KENRA®**  
**ANTI-HUMIDITY SPRAY 5**  
Frizz proof your look & control static



*before*



# KEY BENEFITS



LIGHTWEIGHT,  
LOW HOLD  
FORMULA SHIELD



ANIMAL  
TEST-FREE  
PETA



INCREASES  
MANAGEABILITY



IDEAL FOR ALL  
HAIR TYPES



3-DAY FRIZZ  
PROTECTION &  
HUMIDITY CONTROL



MAINTAINS  
SHINE



STATIC  
CONTROL

450°F

THERMAL  
PROTECTION UP  
TO 450 DEGREES

## ANTI-HUMIDITY SPRAY 5

*before*



*after*



[Click to  
play video](#)

# Three unique brands driven by the daily needs of stylists.

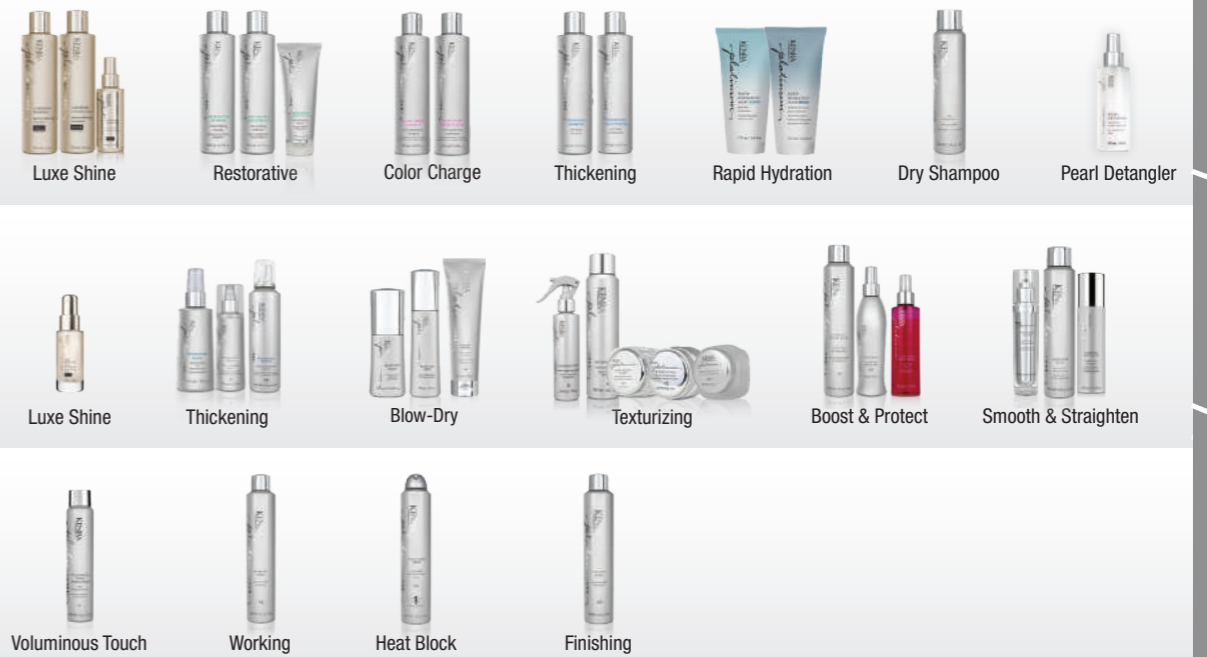
## KENRA®

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.



## KENRACOLOR®

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**.

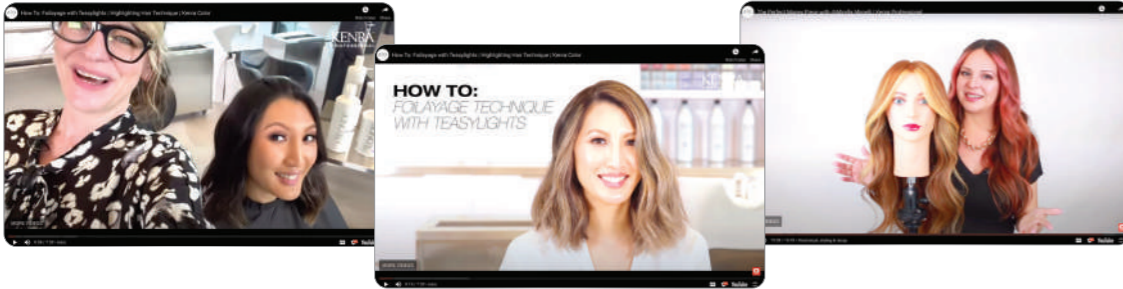
Kenra Professional does not test ingredients, formulations, or finished products on animals of any kind. We pledge to be cruelty free.



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

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

