

KENRA

*platinum*

Product  
*Knowledge*



KENRA  
*platinum*

## The Power of *Great Hair*.™

Elevate your routine with specialty formulas, fragrances, and packaging. Discover iconic shampoo, conditioner, and styling products for legendary looks and powerful results.



Kenra Platinum® offers 3 levels of care: *Prep, Layer & Finish*

Prep



Luxe Shine



Truly Thickening



Deluxe Defense



Dry Shampoo



Pearl Detangler

Layer



Luxe Shine Oil



Thickening



Blow-Dry



Texturizing



Boost & Protect



Smooth & Straighten

Finish



Voluminous Touch  
Memory Spray



Working  
Spray



Heat Block  
Spray



Finishing  
Spray

HOLD POWER



## Prep

Cleanse, condition, and prime your hair for styling with shampoos, conditioners, leave-ins, and dry shampoos.

Product	Benefit
Luxe Shine	glass-like shine, hydration & frizz control
Truly Thickening	instant fullness & 74% more volume at the root*
Deluxe Defense	protects against breakage, heat styling & color loss
Dry Shampoo	revive & refresh
Pearl Detangler	detangles, adds slip & hydration

*\*vs. fine textured untreated hair*



## Prep

### Luxe Shine Shampoo & Luxe Shine Conditioner

*lustrous silkening shampoo & conditioner*

- + Adds glass-like shine & hydration
- + Smooths hair & controls frizz
- + 2.5x stronger hair\*  
*\*against combing breakage vs. damaged untreated hair*
- + Provides 88% easier detangling\*  
*\*vs. untreated damaged hair*
- + Provides long lasting style effects

#### Directions

Lather a quarter-size amount in hands and gently massage into damp hair, focusing at the scalp, then rinse thoroughly. Remove excess moisture before applying conditioner, focusing on mid-lengths and ends. Indulge hair for at least one minute, and rinse well.

**Sizes:** 8.5 fl. oz., 33.8 oz.



### Luxe One Leave-In

*all-in-one miracle spray*

- + Increases hair smoothness & softness
- + Controls frizz & provides 72 hour humidity protection\*  
*\*vs. untreated hair in high humidity conditions*
- + Hydrates & nourishes
- + Provides 5x improved combability\*  
*\*vs. untreated damaged hair*
- + Heat protection up to 450°F (232°C)

#### Directions

Shake well. Press quickly and firmly for fine mist application, or press slowly to dispense as a crème-lotion into the hand. *Styling Pro Tip:* can also be used as a cutting lotion.

**Sizes:** 5 fl. oz.



### Luxe Shine Mask

*intensive lustrous treatment*

- + Leaves hair visibly shiny & more radiant
- + Experience 2X stronger hair\*  
*\*against combing breakage on damaged hair vs. a non-conditioning shampoo.*
- + 2X hair softness\*  
*\*vs. untreated damaged hair*
- + 72 hour humidity protection\*  
*\*vs. untreated hair, high humidity conditions*
- + Color safe

#### Directions

After cleansing with Kenra Platinum® Luxe Shine Shampoo, massage into damp hair. Leave on for 5-15 minutes. Rinse thoroughly. Use 1-2x a week.

**Size:** 6 fl. oz.

## Prep

### Truly Thickening Shampoo & Truly Thickening Conditioner

full body shampoo & conditioner

- + Provides instant fullness
- + 74% more volume at the root\*  
\*vs. fine textured untreated hair
- + Protects the hair & reduces breakage caused by styling by 85%\*  
\*against combing breakage vs. damaged untreated hair
- + Experience hydration & shine
- + Provides long lasting style effects

#### Directions

Lather a quarter-size amount in hands and gently massage into damp hair, focusing at the scalp, then rinse thoroughly. Remove excess moisture before applying conditioner, focusing on mid-lengths and ends. Indulge hair for at least one minute, and rinse well.

Sizes: 8.5 fl. oz., 33.8 oz.



### Deluxe Defense Shampoo & Deluxe Defense Conditioner

multi-protective shampoo & conditioner

- + Protects hair against breakage, heat styling, & color loss
- + Reduces breakage by 91%\*  
\*against combing breakage vs. damaged untreated hair
- + Maintains color vibrancy up to 82% after 20 shampoos
- + Enhances & locks in hair moisture
- + Provides long lasting style effects

#### Directions

Lather a quarter-size amount in hands and gently massage into damp hair, focusing at the scalp, then rinse thoroughly. Remove excess moisture before applying conditioner, focusing on mid-lengths and ends. Indulge hair for at least one minute, and rinse well.

Sizes: 8.5 fl. oz., 33.8 oz.



### Pearl Detangler

lightweight conditioning milk

- + Effortless detangling & manageability
- + Adds moisture, slip & shine
- + Thermal 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.



### Dry Shampoo

hair powder

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

#### Directions

Shake well before each spray. Hold can 8-10" away from roots and spray in sections. Wait 30 seconds. Massage into hair or brush through until the powder turns from white to translucent.

Size: 5 oz.

# Layer

Shape and hold your hair with high-performance products that nourish and protect.

Every Kenra Professional® product that provides hold is ranked on a scale from 0 to 30. As the number increases, so does the hold strength.

Product		Volume	Moisture	Shine	Thermal Protection	Alters Texture
No Hold	Blow-Dry Spray	■	■	■	■	■
	Blow-Dry Mist	■	■	■	■	■
	Silkening Gloss		■	■	■	■
	Silkening Mist		■	■	■	■
	Silkening Heat Creme		■	■	■	■
	Luxe Shine Oil		■	■	■	■
	Thickening Glaze	■				
Low Hold 4-10	Thickening Spray 5	■		■		■
	Air Dry Crème 6	■				
	Dry Texture Spray 6	■				■
	Texturizing Mist 6	■				■
Medium Hold 11-19	Thickening Mousse 12	■		■	■	
	Texturizing Taffy 13			■		■
	Working Wax 15	■				■
	Boosting Spray Foam 17	■		■	■	
High Hold	Whipped Taffy 20			■		■
	Hot Spray 20			■	■	





### Blow-Dry Spray

*advance-dry thermal protectant*

- + Reduces blow-dry time up to 50%
- + Provides thermal protection up to 450°F (232°C)
- + Tames frizz, resists humidity for 72 hours\*  
*\*vs. untreated hair in high humidity conditions.*
- + Prevents damage & breakage
- + Detangles, smooths, & softens
- + Provides long-lasting, healthy looking results
- + Lightweight formulation
- + Ideal for medium to coarse hair

#### 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)
- + Detangles, smooths, & softens
- + Provides long-lasting, healthy looking results
- + Ultra-lightweight formulation
- + Ideal for fine to medium hair

#### 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.



### Thickening Glaze

*density building creme*

- + Provides increased volume\*  
*\*vs. untreated hair*
- + Hair looks voluminous, smooth and conditioned
- + Ideal for fine hair types

#### Directions

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

**Size:** 4 fl. oz.



### Silkening Gloss

*brilliant shine polish*

- + Shine enhancing gloss
- + Provides sleek & smooth hair with 72 hour humidity resistance\*  
*\*vs. untreated hair in high humidity conditions*
- + Reduces styling breakage by 80%\*  
*\*against combing breakage on damaged hair*
- + Protects against moisture loss
- + Provides thermal protection up to 450°F (232°C)

#### Directions

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

**Size:** 2 fl. oz.



### Silkening Heat Crème

*brilliant shine thermal styler*

- + Reduces hot tool passes by half for reduced styling time
- + Thermal protection up to 450°F (232°C)
- + Enhances shine & improves manageability\*  
*\*vs. untreated hair*
- + Humidity resistance for 72 hours\*  
*\*vs. untreated hair in high humidity conditions*

#### 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*

- + Adds glass-like shine
- + Deeply hydrates, softens & smooths hair
- + Controls frizz & provides 72 hour humidity protection\*  
*\*vs. untreated hair in high humidity conditions.*
- + Strengthens hair, making it 93% more resistant to breaking\*.  
*\*against combing breakage vs. untreated damaged hair*
- + Heat protection up to 450°F (232°C)

#### Directions

Depending on length and density, apply 2-3 pumps to towel-dried hair. Blow-dry or air-dry for shine and manageability. Use as a finisher on dry hair to control flyaways and provide extra hydration.

**Size:** 1.5 fl. oz.



### Silkening Mist

*brilliant shine spray*

- + Provides 42% more smoothness\*  
*\*vs. untreated hair*
- + Adds 2X shine\*\*  
*\*\*vs. untreated damaged hair*
- + Provides frizz reduction for 72 hours\*\*\*  
*\*\*\*vs. untreated hair in high humidity conditions*

#### Directions

Shake well. Hold 8-10" from hair and spray lightly in sections and over entire style for a radiant finish.

**Size:** 5.3 oz.

## Layer



Low Hold

### Thickening Spray 5

*density plumping spray*

- + Fine mist that increases hair thickness up to 96%
- + Protects against humidity & tames frizz
- + Increases shine
- + 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.



Low Hold

### Texturizing Mist 6

*texture defining spritz*

- + Lightweight mist providing natural, touchable hold
- + Defines texture & boosts fullness
- + Provides style control and humidity resistance for up to 72 hours\*  
*\*vs. similarly styled but untreated hair exposed to high humidity*
- + Non-drying formula

#### Directions

Shake well. Apply evenly to towel-dried hair. 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.



Low Hold

### Dry Texture Spray 6

*texture defining spray*

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

#### Directions

Shake well. Hold can 8-10" from hair and apply evenly throughout dry hair from roots to ends. Reapply after styling for a flexible hold finish.

**Size:** 5.3 oz.



Low Hold

### Air Dry Crème 6

*time-saving air styler*

- + Reduces drying time
- + Enhances natural body
- + Natural looking, flexible finish
- + Natural, product-free finish

#### Directions

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

**Size:** 5 fl. oz.



## Layer



Medium Hold

### Thickening Mousse 12

*density plumping mousse*

- + Significantly increase body
- + Flexible, light hold
- + Non-flaking, brushable finish
- + Thermal protection up to 450°F (232°C)

#### 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.



Medium Hold

### Texturizing Taffy 13

*sculpting fiber creme*

- + Defines, details, & smooths styles
- + 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.



Medium Hold

### Working Wax 15

*mold & modify*

- + Provides flexible hold for all day style control
- + 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. Apply more as needed.

Size: 1.4 oz.



Medium 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. Spray on damp hair in sections and blow-dry. For dramatic volume, blow-dry with a round brush.

Size: 8 oz.



High Hold

### Hot Spray 20

*firm hold heat protection spray*

- + Provides ultimate thermal protection with long-lasting, firm hold
- + Uniquely formulated to prevent hair damage from heated tools up to 428°F (220°C)
- + Permits a clean release from heated tools
- + High-shine finish

#### Directions

Separate dry hair into sections and spray. Then apply flat iron, curling iron, or hot rollers. Finish style with an overall mist for optimum results.

Size: 8 oz.



High Hold

### Whipped Taffy 20

*matte defining paste*

- + Sculpt, smooth, texturize & style
- + Delivers an ultra-matte, firm hold finish
- + Provides flexible working time with ultimate style control

#### Directions

Apply to damp or dry hair. Style as desired.

Sizes: 2 oz.



## Finish

Lock in your style with additional hold, volume, and shine.

Every Kenra Professional® product that provides hold is ranked on a scale from 0-30. As the number increases, so does the hold.

	Product	Benefit
Medium Hold 11-19	Voluminous Touch Memory Spray 12	shine & volume
	Working Spray 14	shine & brushable hold
High Hold 20-30	Heat Block Spray 22	high shine & thermal protection
	Finishing Spray 26	shine & style retention



## 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
- + 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.



### Medium Hold

#### Working Spray 14

*flexible hold hairspray*

- + Delivers pliable control for detailing
- + Tames frizz
- + Adds shine

#### Directions

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

**Size:** 10 oz.



### High Hold

#### Heat Block Spray 22

*high hold heat protecting spray*

- + Multi-benefit finishing spray provides heat protection up to 450°F (232°C)
- + High hold finish for 72 hours of style longevity\*  
*\*vs. untreated hair in high humidity conditions*
- + Contains amphomer polymers for optimal heat protection
- + Ultra-fine mist & fast drying

#### Directions

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

**Size:** 8 oz.



### High Hold

#### Finishing Spray 26

*maximum hold hairspray*

- + Strong hold hairspray with all-day style retention
- + Provides maximum control with long-lasting lift & style support
- + Fast-drying formula does not dry out hair
- + Humidity-resistant
- + Finishes with high shine

#### Directions

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

**Sizes:** 10 oz.



# Kenra Professional® Curl Guide

Hair Type	Hair Texture		
	Fine (a)	Medium (b)	Coarse (c)
Straight 1			
Wavy 2			
Curly 3			
Coily 4			

Prep for Curls			
	Fine	Medium	Coarse
Deluxe Defense Shampoo & Conditioner			
Luxe Shine Shampoo & Conditioner			
Triple Repair Shampoo & Conditioner			
Moisture Shampoo & Conditioner			
Pearl Detangler			
Luxe One Leave-In			
Blow-Dry Spray			

Layer for Smooth Results			
	Fine	Medium	Coarse
Smoothing Spray			
Perfect Blowout 5			
Smoothing Blowout Lotion 14			

Finish for Smooth Results			
	Fine	Medium	Coarse
Silkening Heat Crème			
Silkening Gloss			
Silkening Mist			
Anti-Humidity Spray 5			

Layer for Natural Curls			
	Fine	Medium	Coarse
Curl Defining Crème 5			
Air Dry Crème 6			
Curl Glaze Mousse 13			
Styling Gel 17			
Nitro Memory Crème 18			
Volume Spray 25 Non-Aerosol			

Finish for Natural Curls			
	Fine	Medium	Coarse
Luxe Shine Oil			
Shine Spray			
Dry Oil Conditioning Mist			
Dry Oil Control Spray 14			



# Kenra Professional® Education

Crafted to meet the needs of the modern stylist



## Scan To Learn More

To see our full class offerings and learn more about Kenra Professional Education.



### 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



### Virtual Education

- + Free Live Education
- + Classes Updated Monthly
- + Interactive Classes on Theory & Techniques

# Pathway to Education

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.

# Three unique product lines driven by the daily needs of *stylists*.

## KENRA®

Discover targeted solutions for every hair challenge. Build your foundational great hair routine with multi-benefit care systems and salon-favorite styling products.

Prep



Layer



Finish



HOLD POWER



## KENRA *platinum*

Elevate your routine with specialty formulas, fragrances, and packaging. Discover iconic shampoo, conditioner, and styling for legendary looks and powerful results.

Prep



Layer



Finish



HOLD POWER



## KENRA COLOR®

Experience proven performance and limitless creativity. Kenra Color® empowers colorists of all levels to craft the perfect formula—so you can give every client The Power of *Great Hair*.™

Permanent

Demi-Permanent

Developers

Support

Blonding



Permanent Shades



Boosters



Studio Stylist Express



Demi-Permanent Shades



Rapid Toners



Demi-Permanent Activator



Permanent Developers



Porosity Equalizing Spray



Simply Blonde





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