

PRODUCT KNOWLEDGE

KENRA

platinum



Formulated by experts. Trusted by pros. Make it iconic with Kenra Platinum.®

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





KENRA PLATINUM® offers 3 levels of care:

Prep, Layer and Finish

prep



Luxe Shine



Thickening



Restorative



Color Charge



Dry Shampoo



Pearl Detangler

layer



Luxe Shine



Thickening



Blow-Dry



Texturizing



Boost & Protect



Smooth & Straighten

finish



medium hold



high hold



maximum hold

hold index

no hold
0

12

22

26

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

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

Kenra® provides simple, reliable solutions for every salon scenario designed to service every client’s need for nourished, healthy hair.

| PRODUCT | BENEFIT |
|-----------------|----------------------------------|
| Luxe Shine | enhance shine |
| Thickening | enhance body |
| Restorative | fortify |
| Color Charge | extend color |
| Dry Shampoo | revive |
| Pearl Detangler | detangle & improve manageability |





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.



LUXE SHINE SHAMPOO

lustrous silkening shampoo

- Enriched with precious gold
- 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
- For lustrous & silky hair

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 SHINE CONDITIONER

lustrous silkening conditioner

- Enriched with precious gold
- 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
- For lustrous & silky hair

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.



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)
- 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 MASK

intensive lustrous treatment

- Leaves hair visibly shiny and more radiant
- Experience 2X stronger hair*
- Double hair softness to reveal significantly more conditioned and manageable hair*
- 72-Hour Humidity Protection***
- Color Safe
- Enriched with precious gold

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.

Sizes: 6 fl. oz.



* Against combing breakage on damaged hair vs. a non-conditioning shampoo. ** vs. untreated damaged hair*** vs. untreated hair, high humidity conditions



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.



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
- Formulated without added SLS/SLES sulfates*, parabens, or sodium chloride
- Ideal for all hair types & colors

DIRECTIONS:

Massage into damp hair after cleansing with Kenra Platinum® Color Charge Shampoo. Rinse thoroughly.

Sizes: 8.5 fl. oz., 31.5 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
- Ideal for damaged, brittle hair
- Formulated without added SLS/SLES sulfates*, parabens, or sodium chloride
- Improves hair elasticity & durability for smoothness, suppleness & shine

DIRECTIONS

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

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



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.

Sizes: 5.4 fl. oz.



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.

Sizes: 5 oz.

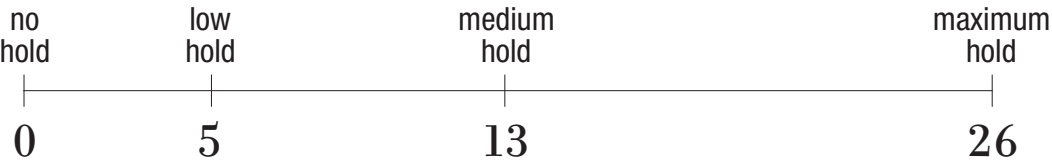
layer

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 |
|----------------------|--------------------------|--------|----------|-------|--------------------|---------------------------|
| NO HOLD | Blow-Dry Spray | | • | • | • | • |
| | Blow-Dry Mist | • | | | • | |
| | Silkening Gloss | • | | | | |
| | Silkening Mist | | • | • | • | • |
| | Silkening Heat Creme | | • | | • | |
| | Luxe Shine Oil | | • | | | • |
| | Thickening Glaze | | | | | |
| | Color Charge Spray Serum | | | | | |
| 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 20-26 | Whipped Taffy 20 | | | • | | • |
| | Hot Spray 20 | | | | • | |



HOLD INDEX



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.



layer



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.

Sizes: 3.4 fl. oz.



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.

Sizes: 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.

Sizes: 5.3 oz.



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.

Sizes: 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 Kenra Platinum® Luxe Shine Shampoo and Conditioner. Depending on length and density, apply 3-5 pumps to towel-dried hair.

Sizes: 1.5 fl. oz.



COLOR CHARGE SPRAY SERUM

color protecting spray

- Ultimate protection against environmental stressors & heat up to 450°F (232°C)
- Retains color pigments inside the cuticle for a long-lasting shine
- Enriched with Fade-Fighting Technology
- 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.

Sizes: 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.

Sizes: 4 fl. 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.

Sizes: 5.3 oz.



Low Hold 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.

Sizes: 5 fl. oz.



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.

Sizes: 6.7 fl. oz.



Low Hold AIR DRY CRÈME 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 Kenra Platinum® 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.

Sizes: 5 fl. oz.





**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.

Sizes: 6.7 fl. oz.



**Medium Hold
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.

Sizes: 1.4 oz.



**Medium Hold
TEXTURIZING
TAFFY 13**

sculpting fiber creme

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

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.

Sizes: 2 oz.



**Low Hold
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.

Sizes: 2 fl. oz.



**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.

Sizes: 6.7 fl. 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

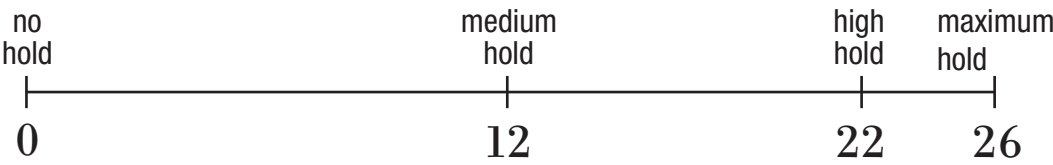
DIRECTIONS

Shake well. 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.

Sizes: 8 oz.

KENRA
platinum

HOLD INDEX



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.

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

| | PRODUCT | BENEFIT |
|----------------------|----------------------------------|---------------------------------|
| MEDIUM HOLD 20-30 | 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 |





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.

Sizes: 8 oz.



Medium Hold
WORKING SPRAY 14
flexible hold hairspray

- 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.



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

DIRECTIONS

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

Sizes: 8 oz.



High Hold
FINISHING SPRAY 26
flexible hold thermal spray

- 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.

Sizes: 10 oz.



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 | | | HAIR TYPE | | | |
|---------|------------------------|---|---|---|---|---|---|---|
| | | Fine | Medium | Coarse | Straight | Wavy | Curly | Coily |
| | |  |  |  |  |  |  |  |
| PRODUCT | | FINE | MEDIUM | COARSE | WAVY | CURLY | COILY | |
| PREP | Luxe Shine Shampoo | • | • | • | • | • | • | |
| | Luxe Shine Conditioner | • | • | • | • | • | • | |
| | Luxe One Leave-in | | • | • | • | • | • | |
| | Silkening Mist | • | • | • | • | • | • | |
| | Formation Mousse 14 | • | • | • | • | • | • | |
| | Silkening Gloss | | • | • | • | • | • | |



PROTECTIVE STYLES

Protective Styles are hairstyles that prevent the ends of your hair from being exposed to sun, thermal, and mechanical damage. The purpose of protective hairstyles is to promote healthier hair growth and reduce split ends and damage. Protective styles include wigs, buns, twists, knots, braids etc.

HOW TO

- 1. Shampoo/Condition
- 2. Section hair & thoroughly apply product section by section
- 3. Create desired style

TOOLS

Hooded Dryer
Brushes: Paddle Brush, Denman Brush
Combs
Sectioning Clips
Setting Clips



BEFORE

AFTER



Styled by:
Frances Canola
IG: @frances_hairartist



BEFORE

AFTER



Styled by:
Karina Hotchkiss
IG: @krina_creates

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

- 1. Shampoo/Condition
- 2. Section/Blow-dry
- 3. Take ¼ inch sections, flat iron using high heat application; roots to ends

TOOLS

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

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 Skill set Exclu-
sive In-Salon Classes Request
through your Brand Develop-
ment 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, 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 offerings and learn more about Kenra[®] Professional Education, please scan:



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

medium hold

super hold

ultimate hold

0

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25

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

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Texturizing

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Smooth & Straighten

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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



KENRA
platinum®



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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LET'S CONNECT!

KenraProfessional.com