

Media Kit



Very Personal Care For Exceptional Hair

KÉRASTASE
PARIS

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Hair's Role in One's Identity

Because women see their hair as an INTIMATE expression of their IDENTITY, Kérastase offers them VERY PERSONAL CARE FOR EXCEPTIONAL HAIR, combining the expertise of the best HAIRDRESSERS in the world with the knowledge of SCIENTIFIC teams working at the forefront of hair research.

Very Personal Care For Exceptional Hair

More than a slogan, it is a WAY OF BEING. It means accompanying our customers through an even more personalized experience. New bespoke services, from flagship Institutes to enhanced social media, are bringing us CLOSER to women wherever they may be. At the same time, we continue to combine the EXPERTISE of highly talented, international HAIRDRESSERS with scientific teams working at the forefront of hair research.

The new Kérastase is fusing greater individuality with luxury, placing women at the heart of our brand.

Hair as an intimate signature of identity

Blonde, dark, short or long, hair is one of the first things we notice about a woman. It provides a first glimpse into her personality, her power. Hair is her not-so-secret weapon of seduction, a manifestation of confidence as she moves through life. She uses her hair to express her identity. For many famous women, hair has become an integral part of their image, from legendary Diana Ross' thick, cascading curls to Vogue editor Anna Wintour's precision bangs. Or, in the case of singer-songwriter, Sia, a trademark cut preserves a very personal need to protect her innermost identity.

Just like these personalities, the Kérastase woman considers her hair as an extension of herself. It is important. Not simply a beauty attribute or a fashion accessory, hair reflects a state of mind. Desires vary from country to country and from woman to woman. In France, women embrace a natural-looking, effortless Parisian chic. In America, women like their hair to be controlled and blow-dried as a sign of professional and personal success. Some Brazilian women also seek this form of hair "perfection" with "Brazilian" straightening treatments to tame their hair, while others embrace their frizzy curl.

Hair is also a language. And it has given Kérastase an even greater understanding of personal identity. When a woman speaks with her hair, every gesture reflects a mood. She might twirl it when bored, push it over a shoulder when not interested, or tuck it behind an ear when she is. These are visible, tangible messages spoken through hair.

When women speak, Kérastase listens. With the belief that every woman's hair should be exceptional: it should be everything she wants it to be – the signature of her, very individual, identity.

The Need for Tailor-Made Solutions

Every woman *deserves to look her BEST. But before she can express her unique IDENTITY*, her hair and scalp *must be HEALTHY*. There are multiple factors to be considered. And all of these factors create the need for *PERSONALIZED* care and treatment.

FACTOR 1: HAIR TYPES

Our hair is not alike. From ethnic diversity, to regional differences and genetic variances within our very own families, the variety of hair types is immense. This variety is probably even wider than skin types. There is no one solution to fit all women throughout the world.

FACTOR 2: SCALP CONDITIONS

Scalp health is essential. The large variety of existing scalp conditions, from dandruff, to sensitive, dry and itchy scalps, further complicates women's specific hair needs.

FACTOR 3: EXTERNAL AND INTERNAL FACTORS

Hair is put to the test daily by both external and internal factors that can compromise its quality. Internal factors from stress, aging, diet and lack of sleep all play their part. Add to this the external aggressions of pollution, sun, wind and chemical treatments, and hair can feel and look out of control.

Resolving all of these factors into one very individual, yet perfect, head of hair requires the most expert and tailored attention. That is why Kérastase creates innovative products and rituals for flawless, bespoke results. Assuring that every woman lives her hair with elegance and serenity.

The Historical Hair Care Leader

Since **1964**, Kérastase has offered tailor-made solutions that correspond to a woman's specific hair, scalp and lifestyle needs. Its vision of luxury hair care, fused with cutting-edge science, would quickly be embraced by a new generation of independent-minded women.

Begun in a time when a hairdresser was only asked to satisfy the customer's aesthetic demands – a new cut or style – Kérastase offered more. They would endow the hairdresser with a new, more intimate role in prescription. Matching this enhanced level of customization with sophistication, high-concentration formulas and technical applications.

From its creation, the brand offered women the best of L'Oréal research and innovation. For hairdressers, it offered new services, sources of business and expertise. Over five decades, Kérastase launched many of the most beloved hair products available today. *Iconic Bain Divalent* would first appear in **1974**; Kérastase *Soleil*, invented sun protection for hair over **25 YEARS AGO**; *Masquintense* redefined hair nutrition in **1986**; while *Elixir Ultime* announced a new era of natural, nutritive hair oils in 2010.

New ranges and iconic products continue to redefine customization and hair care excellence, such as *Chronologist*, *Fusio Dose*, *Thérapeute*, *Discipline* and *Nutritive Magistral*. The Kérastase story is far from complete.



The New Kérastase

The New Kérastase

Writing the next chapter

Kérastase continues to push the boundaries, writing a new page in the brand's history. Already seen as THE luxury hair care brand, today the brand is going even further, or perhaps we should say "closer" towards a more individualized experience for every customer.

It all begins with the promise of "Very Personal Care for Exceptional Hair."

Along with this new standard of excellence comes a visual campaign, putting women at the heart of the brand. At the same time, re-imagining a more elegant and sustainable product packaging, instantly recognizable as Kérastase. And, because a true luxury experience is always made-to-measure, we continue to create even more personalized products, backed by new advances in hair technology. Finally, we continue to reinforce our spectrum of exclusive brand services from global Kérastase Institutes, to destination travel retail boutiques to the essential, step-by-step hair diagnosis. Each refinement, each improvement is designed to enrich the Kérastase experience in the salon, at home and, on-line.

Bespoke is the new luxury
and the art of personalization
is the Kérastase signature.

Women:

Our New Brand Heroines

In an all-new visual campaign, Kérastase breaks with the usual CODES.

Moving away from exuberant cascades of magnificent but almost unreal hair to reveal THE WOMAN within. She, and not her hair, is the new heroine of our brand. Through the lens of famed photographer Peter Lindbergh, we see her in stolen moments of determination, joy or satisfaction. Her hair follows her MOOD, reflects her EMOTION.

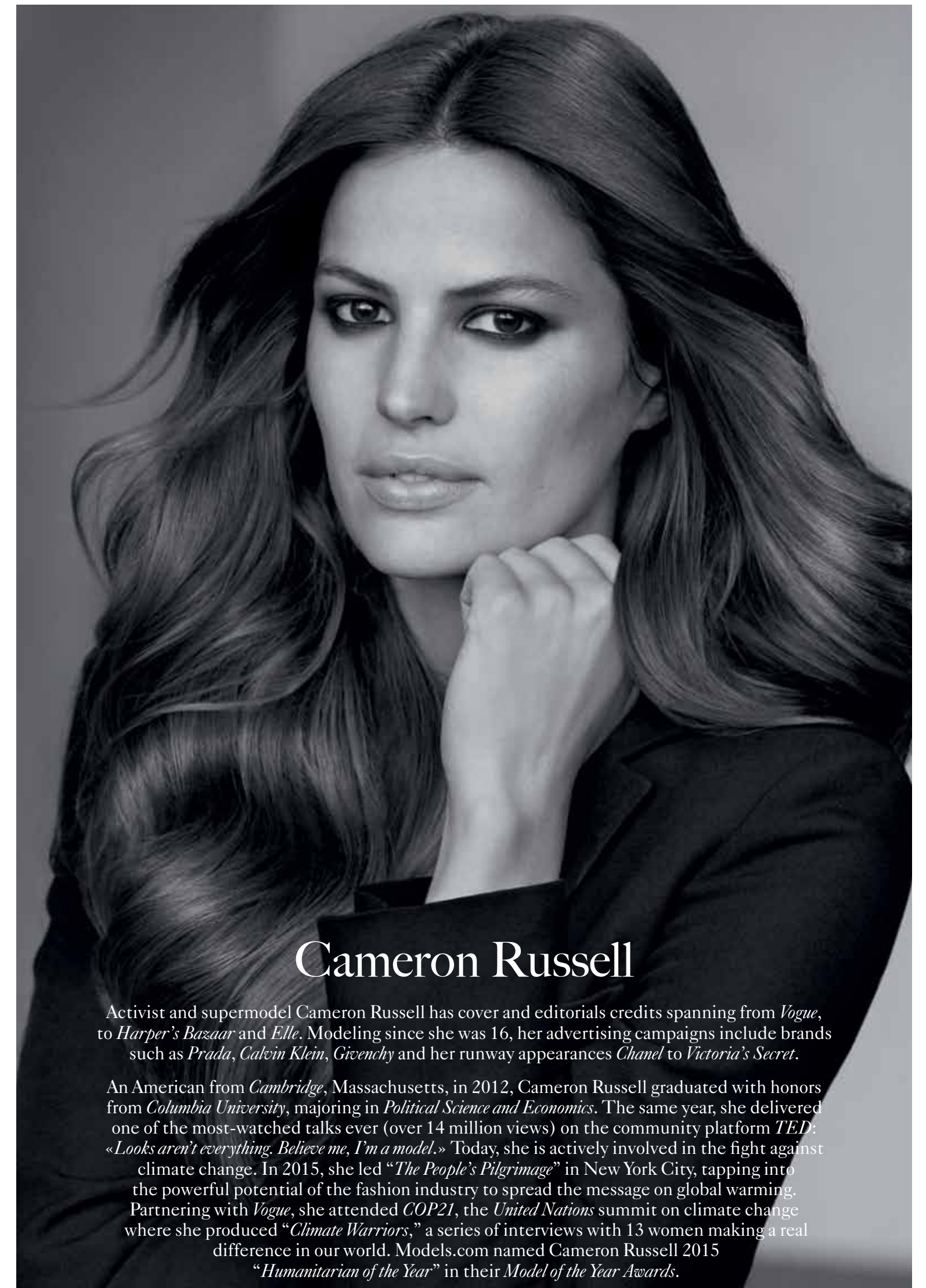
Our new campaign features three VERY REAL women.

They are modern, captivating and engaged. Each redefining ideas of beauty as they play an active part in CHANGING OUR WORLD.

And one PHOTOGRAPHER, Peter Lindbergh, whose timeless images of WOMEN, have brought him international recognition. Born in Germany, in 1944, he would introduce a new form of realism in his approach to BEAUTY. His fashion photography portrays women honestly, without artifice and hardly any make-up, in NATURAL poses. It is this humanistic approach that allows him to reveal the sitter's true personality, their SOUL.

Peter Lindbergh's work has been exhibited in prestigious art institutions throughout the world including the Ullens Center for Contemporary Art in Beijing, the Metropolitan Museum of Art in New York and the Pushkin Museum in Moscow. In 2001, he was named «Chevalier des Arts et des Lettres,» one of France's most distinguished honors.

THIS NEW CAMPAIGN IS SET TO LAUNCH SEPTEMBER 2016.



Cameron Russell

Activist and supermodel Cameron Russell has cover and editorials credits spanning from *Vogue*, to *Harper's Bazaar* and *Elle*. Modeling since she was 16, her advertising campaigns include brands such as *Prada*, *Calvin Klein*, *Givenchy* and her runway appearances *Chanel* to *Victoria's Secret*.

An American from *Cambridge*, Massachusetts, in 2012, Cameron Russell graduated with honors from *Columbia University*, majoring in *Political Science and Economics*. The same year, she delivered one of the most-watched talks ever (over 14 million views) on the community platform *TED*: «*Looks aren't everything. Believe me, I'm a model.*» Today, she is actively involved in the fight against climate change. In 2015, she led «*The People's Pilgrimage*» in New York City, tapping into the powerful potential of the fashion industry to spread the message on global warming. Partnering with *Vogue*, she attended *COP21*, the *United Nations* summit on climate change where she produced «*Climate Warriors*,» a series of interviews with 13 women making a real difference in our world. *Models.com* named Cameron Russell 2015 «*Humanitarian of the Year*» in their *Model of the Year Awards*.

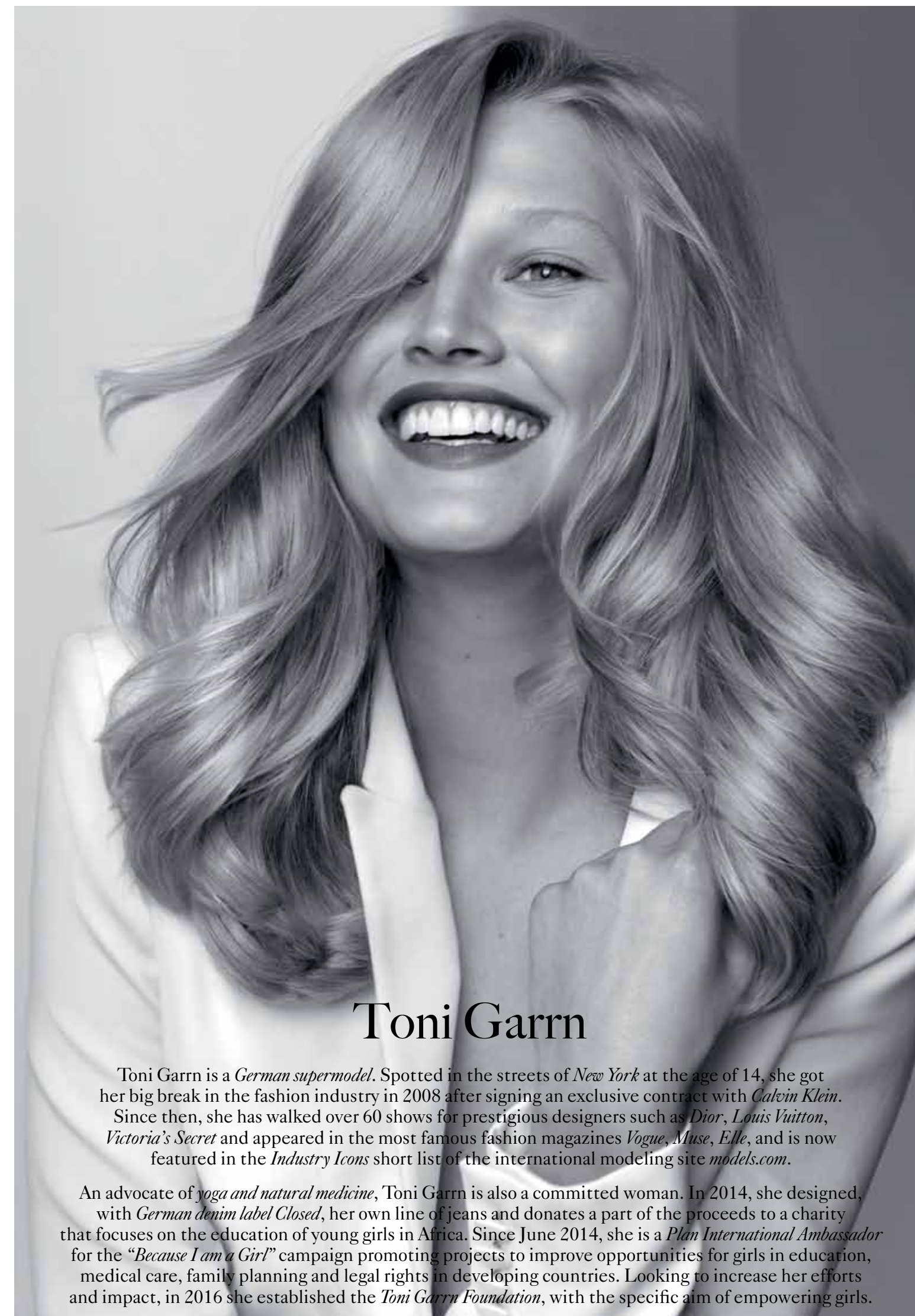


Margaret Zhang

Founder and Creative Director of *Shinebythree.com*, Margaret Zhang is an Australian photographer, writer, and stylist based in *New York*.

Since her digital beginnings in the fashion industry in 2009, Margaret has worked with global luxury brands in a wide range of content and consulting capacities, while completing her *Bachelor of Commerce/Bachelor of Laws* at *The University of Sydney*.

Though regularly featured in print and digital media as a model and personality alike, Margaret's photography, styling, and creative direction has been employed by the likes of *EOfficial*, *Harper's Bazaar*, *Nylon*, *Marie Claire*, *Buro24/7*, and *Elle*. She has been listed in *Forbes Asia's 30Under30* and *TimeOut's 40Under40*, and her work has been recognized as shaping the international fashion industry by the *Business of Fashion BoF500 Index*, and *Elle magazine's Best Digital Influencer of The Year Award*.



Toni Garrn

Toni Garrn is a *German supermodel*. Spotted in the streets of *New York* at the age of 14, she got her big break in the fashion industry in 2008 after signing an exclusive contract with *Calvin Klein*. Since then, she has walked over 60 shows for prestigious designers such as *Dior*, *Louis Vuitton*, *Victoria's Secret* and appeared in the most famous fashion magazines *Vogue*, *Muse*, *Elle*, and is now featured in the *Industry Icons* short list of the international modeling site *models.com*.

An advocate of *yoga and natural medicine*, Toni Garrn is also a committed woman. In 2014, she designed, with *German denim label Closed*, her own line of jeans and donates a part of the proceeds to a charity that focuses on the education of young girls in Africa. Since June 2014, she is a *Plan International Ambassador* for the "*Because I am a Girl*" campaign promoting projects to improve opportunities for girls in education, medical care, family planning and legal rights in developing countries. Looking to increase her efforts and impact, in 2016 she established the *Toni Garrn Foundation*, with the specific aim of empowering girls.

New Packaging

Redesigned Luxury



Kérastase launches a whole new packaging look, celebrating a new vision of personalized style. Graphic codes are transformed to better express **LUXURY, PLEASURE and HARMONY** between the different product lines. Each “JEWEL” reflecting the **UNIQUE**, intimate relationship between a woman and her beauty products, an **INTIMATE** moment of **PLEASURE**.

More feminine

New silhouettes feature harmonious curves, subtle satin colors and gold plated caps.

More elegant

Our new design expresses modernity with a classic touch. The instantly recognizable name is showcased with a large “K” logo and monogram on the front of each pack. Another “K” is engraved on the top of each cap adding refinement to visual impact.

And more sustainable

Finding inspiration in lightness, we have greatly reduced packaging weight. The cap design alone will save an estimated 45 tons of plastic per year. At least 25% of the materials used are recycled to save a further 30 tons.

This eco-minded design is a sign of our commitment to reduce our environmental impact. Our goal is to engage consumers by offering products that are both highly desirable and sustainable. Earning our customer’s trust for today and for tomorrow.



The Products Redefining Personalized Hair Care

Because *there is no one Kérastase WOMAN*, no single image of beautiful hair, and no sole generalized hair need *we are* continually *ELEVATING* our offering to include a wide range of *PERSONALIZED* hair and scalp care *RITUALS*. Our products *place us at the forefront of INNOVATION*, while taking inspiration *from the concerns of real woman*, their *DAILY LIVES* and *DESIRES*.

SPÉCIFIQUE PUSHES THE LIMITS OF SCIENCE AND EFFICIENCY

For the first time, Kérastase allies the best anti-pollution cleansing with a new scalp science based on corrective-scalpceuticals molecules and protective AOX Complex. As its name suggests, the range includes specific care for an extensive range of scalp needs including soothing intervention for dandruff, normalizing treatment for thinning hair, soothing care for sensitive scalps, and regulating care for oily scalps. The ability to customize treatment while protecting the scalp from further aggressions is ensured.



ICONIC NUTRITIVE REACHES A NEW LEVEL OF CUSTOMIZATION

In 2016, *Nutritive*, our expert range for dry hair, launches a new bespoke in-salon treatment: *Protocole Immunité Sécheresse*. Specially blended in the salon, its nourishment goes deeper and lasts longer on even the most dried-out hair. Your Kérastase hairdresser evaluates the level of hair dryness before creating a single, made-to-measure blend of our three *Protocole Immunité* ingredients: *Nutrition anchoring care*, *Nutrition restoring concentrate*, and *Nutrition booster serum*.

The result is the most durable nourishment yet, enhanced with our *SYSTEME NUTRI-CAPTURE®* technology.

Used as part of a complete and customized *Nutritive* ritual, every woman can experience softer, more luxuriant hair.

FUSIO DOSE: THE ART OF PERSONALIZATION

Pushing the limits of customization, in 2015, Kérastase reinvented the luxurious salon experience of *Fusio Dose*.

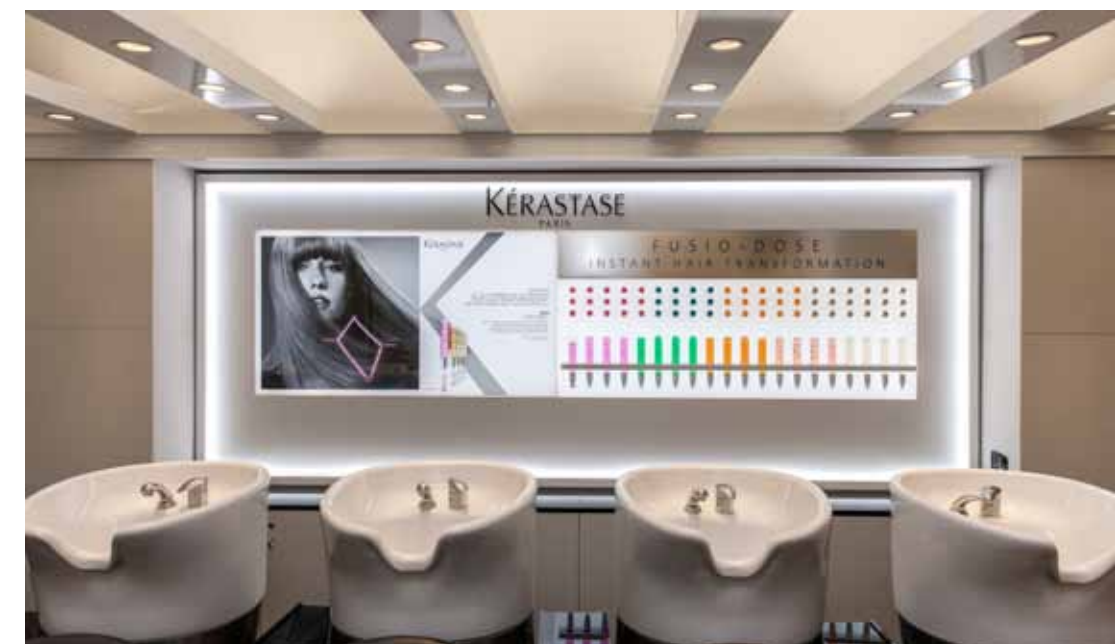
More efficient, more personalized: *Fusio Dose* is the most prescriptive, professionally active and advanced in-salon hair ritual available. It helps to remedy multiple hair needs.

Unveiling a truly unprecedented hair transformation in just five minutes.

The ritual begins with a hair diagnosis. The hairdresser studies the client's hair and scalp to make a first diagnosis. Depending on the needs of her hair and her personal expectations, the hair stylist will choose the most effective ingredient mix. Twenty tailor-made combinations are possible.

All include a concentrate and a booster.

The four *Fusio Dose* concentrates target four primary needs: *radiance*, *nutrition* and *softness*, *reconstruction* and *densification*. Plus, five boosters meet your personal expectations: *shine*, *volume*, *reconstruction*, *nutrition* and *discipline*. Blended into the perfect dose, they deliver a highly personalized boost towards healthier, more opulent and vibrant hair.



More Luxurious, Personalized, Exclusive Services



Salon Coiffirst in Paris

*At every point of customer contact, Kérastase has re-imagined
SERVICES for the best, most LUXURIOUS,
most PERSONALIZED experience.*

KÉRASTASE INSTITUTES ARE SET TO OPEN IN MAJOR CAPITAL CITIES THROUGHOUT THE WORLD.

The Kérastase Institute epitomizes our vision of expert, personalized service. In partnership with local hairdressers, each Institute provides a sensorial environment for clients and friends to enjoy an exceptional luxury experience.

TRAVEL RETAIL: AN EXCEPTIONAL WINDOW FOR THE BRAND

Kérastase is pioneering luxury hair care in this high-end global distribution channel.

The opening of select flagship Travel Retail stands in prestigious airports has begun, serving an exceptional window for the brand. An expert hairdresser is systematically present at each Kérastase “shop-in-shop”, helping to reinforce and valorize the Kérastase’s professional expertise. Successful recruitment and redirection of traffic to hair salons in the traveler’s home country is well underway.

THE ESSENTIAL HAIR DIAGNOSIS

Personalized diagnosis is the essential first step to each Kérastase consultation. It’s also a privileged moment of dialogue with the customer. This 4-step process allows the hairdresser to define the right treatment, or combination of treatments to truly satisfy his or her client needs.

Diagnosis is so vital that Kérastase is opening a new e-platform on its website. Twenty qualifying and lifestyle questions will help women define their hair profile in only three minutes. Stored in their online personal account, the diagnosis can be further personalized with the help of their hairdresser in the salon.

STEP 1

Listen to the client, who answers questions on how she feels about, and takes care of her hair.

STEP 2

Examine hair and scalp visually, by touch or with the Kérastase diagnosis camera (able to magnify hair strands by 600%).

STEP 3

Share results with the client.

STEP 4

Prescribe and explain the right hair care.

The Essential Role of Hairdressers

Partnered with the world's best hairdressers



At Kérastase, we listen carefully to women's hair care concerns. Answering directly with innovative, technology-driven solutions. To do this, we work closely with our global network of hairdressers, who are passionate about helping women achieve their healthiest, most desirable hair.

They are intimately acquainted with their customer's beauty rituals, their day-to-day stresses and deepest hair secrets. It is a unique relationship, built on trust.

Kérastase directly involves expert hairdressers in the formulation process. Hairdressers in five technical test salons in Paris, Tokyo, Shanghai, Rio and New York, are testing treatments in real-life situations. They look at how products work depending on the nature of their clients' hair, the quality of the local water and weather conditions. Their opinions, remarks and criticisms enable the development laboratory to adjust final formulas. It is just one more way that Kérastase tailors innovation to the needs of real women.

And in return, Kérastase is praised and considered a must-have brand for hairdressers of reference and consumers all over the world.

What hairdressers have to say...

ERIC PFALZGRAF, Founder of the Coiffirst brand

"Kérastase evokes well-being, shine, volume, care and luxury... It's a brand that offers treatments for absolutely every hair problem. The rituals are highly complementary and always respect the hair fiber."

CRISTINA CEBADO, Cebado Salons in Spain

"Talking about Kérastase is like talking about quality, care and the well-being of scalp and hair."

AMRO, Amro Ladies Salon in Dubai

"Each product has a wonderfully defined place and the results are sublime. Kérastase is a must-have for all luxury salons."

JANINE GOOSSENS, Founder of Jacques Janine Salons in Brazil

"Our consumers are waiting for the new launches with impatience and I can assure you that Kérastase is more than a desired brand, it is an iconic brand!"

A legacy of Science

Expertise reinforced by a unique research and innovation model



Since 1964, Kérastase has infused luxury with pioneering SCIENCE, for the first time, elevating hair care to the same status as skin care. Reinventing cleansing as a customized “BAIN,” it was the first brand to create the signature 1, 2, 3 Routine: BATHE, TREAT and TEXTURIZE. It would also be the first to endow HAIRDRESSERS with a leading role in hair prescription, and to benefit from the very best of L’Oréal Advanced Research.

Kérastase products are exceptional because they combine scientific innovation with an intense sensory experience. Always striving to find the best-adapted solution to fit all types of hair, every need and desire.

They do this with the support of L’Oréal Advanced Research laboratories, along a three-axis process: advanced research, applied research and development.

The advanced research team is in charge of continually challenging and improving scientific knowledge of hair as they seek out and develop new active ingredients (e.g. the signature molecule Stemoxydine®).

Applied research uses these active ingredients to develop prototype formulas.

Finally, the development team is in charge of formulating the actual products. The absolute highest quality ingredients are then carefully associated to these innovations, in order to provide women with the most exceptional, indulgent hair care experience.

Over the last 25 years, extremely effective and targeted products have been launched thanks to the efficiency of numerous “star” molecules such as:

CERAMIDE®

(Sun products, oils and Cristalliste)

AMINEXIL®

(Stimuliste, Soin Densitive, Aminexil®)

INTRA-CYLANE®

(Résistance Fibre Architecte, Volumifique, Nutritive Protocole Immunité)

STEMOXYDINE®

(Densifique)

SP94®

(Sérum Initialiste, Résistance-Thérapeut)

Today, technological advances are providing Kérastase with even greater possibilities for personalization. We continue to enlarge our offering, while becoming “more precise.” Each product addressing a more targeted micro-need to satisfy diverse and uncompromising customers.

THE ART OF FORMULATION: A COMPLEX ALCHEMY

Shared knowledge drives innovation as Kérastase marketing teams, expert hairdressers and L’Oréal Advanced Research work together to make complex formulas into effective, pleasurable and opulent products. The global hair research and innovation center based in Saint-Ouen, France, is the flagship of a network of six centers in France, Japan, China, India, the United States and Brazil. It is in this center that a dedicated Kérastase team transforms active ingredients and perfumes into unique hair treatments. It can take about two years – not counting the years of research – and numerous tests to achieve the perfect formula. Fusio-Dose, for example, required 600 tests involving more than 100 different combinations before selecting the 20 most effective, found in salons today.

YOUR HAIR AT THE FRONTIERS OF SCIENCE

Throughout the formulation process, products are tested on real strands of hair, and real women at the Kérastase test salon in Rue Royale, Paris. Tests look at microbiology and stability, including the formula’s ability to stand up to high heat and humidity. Using sophisticated machines, the lab evaluates the effectiveness of the formulas in terms of shine, movement or, with the Discipline Curl Ideal range, the ability to tame frizz. Putting science at the service of your most beautiful hair.

An Intense Sensory Experience

INDULGENT RITUALS, SUBLIME TEXTURES AND ORIGINAL FRAGRANCES. THE KÉRASTASE EXPERIENCE IS DESIGNED TO BE DEEPLY SENSORIAL.

Each range has a distinct olfactory signature developed by Kérastase specialists in fine perfumery. For the *Nutritive* range, a special fragrance was developed from *the Royal Orange tree* illuminated with notes of *bergamot*. For the *Chronologist* launch, Kérastase called on *Alberto Morillas*, a leading perfume designer and creator of *Flower by Kenzo*, to invent a unique scent. With every movement of a woman's hair, the airy fragrance intrigues and captivates for unforgettable sophistication.

Equally part of the experience, Kérastase textures are generous, precious and sensual. Women become very attached, adding to their feeling of pampered wellbeing. The deep, gentle massage that accompanies in-salon treatments enables the body and mind to let go. It is emblematic of Kérastase's desire to offer every customer a lasting moment of pleasure. At home, the rituals can be recreated, completing a privileged moment of exquisite escape.

Responsible Luxury

Kérastase is dedicated to the SUSTAINABLE use of materials, the reduction of water waste and, to lowering our carbon footprint.



Nearly all of our products are produced in the Kérastase factory in Burgos, Spain. Since 2015, every product from the *Burgos factory* has had a neutral carbon footprint. The factory is also leading the way in environmental initiatives for *treating waste, saving water* and *producing its own energy*. In fact, the 3,800m² plant produces 20,000 MWh of thermal energy each year. It will consume 70% of this production and the remaining 30% will be sold to neighboring businesses. As a biomass source, it will use some 12,000 tons of waste wood from forests and sawmills in the *Castile and León* region. And for added resiliency, the biomass plant is fitted with photovoltaic panels.

Kérastase is also on an endless pursuit to obtain the highest biodegradability possible for formulations. Our average formula today is highly biodegradable and this will only continue to improve, reaching up to 98% *biodegradability for some formulas in the future*.

With Kérastase's complete renovation of its packaging, a milestone that occurs only once every ten years, we are also becoming *more sustainable*. The new packaging is lighter, with the new cap design saving an estimated *45 tons of plastic per year*. At least 25% of the materials used are *recycled to save a further 30 tons per year*. This is a commitment to produce more but with less impact and to engage consumers to make sustainable choices by offering products that are both sustainable and desirable.



Kérastase Facts and Figures

CREATED IN 1964
10 HAIR CARE RANGES
1 STYLING RANGE
SOLD IN OVER 60 COUNTRIES
20 MILLION CONSUMERS
100 PRODUCTS
EXCLUSIVE DISTRIBUTION.
AVAILABLE IN JUST 1% OF THE WORLD'S SALONS

