

NEW! KCDEFINITION

Strengthening Texture Spray

Create effortless texture with this
keratin-enhanced spray that delivers
buildable body & flexible hold.

This lightweight spray enhances separation, bounce and movement while **Signature Keratin** helps strengthen hair & reduce breakage.

Botanical extras including lemongrass, comfrey & yarrow support fuller-looking, healthier feeling hair while castor oil helps smooth frizz and boost elasticity. Silica supports thickness and shine. Hair feels defined and touchable, never sticky, never heavy.

KCDEFINITION has a modern, luminous scent designed to elevate the styling experience.



Fresh citrus opens with energy, airy florals add softness, & warm amber with creamy sandalwood anchors for a smooth, polished finish that lingers lightly.

Why we love it:

- ✓ Adds texture and creates separation
- ✓ Enhances curls and waves
- ✓ Provides flexible, buildable hold
- ✓ Delivers body and bounce without stiffness
- ✓ Helps strengthen hair and reduce breakage
- ✓ Supports shine and natural movement
- ✓ Ideal for tousled, undone styles

PRO tip:

For buildable texture, use KCDEFINITION to prep dry hair prior to curling. Finish the style with KCDEFINITION for strong curls that will last.

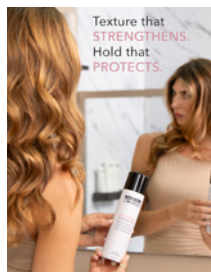
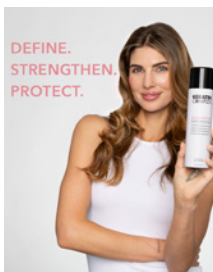
We Go Beyond the Bottle

Get access to assets for in-salon use: social media assets, easels, signage, and more.

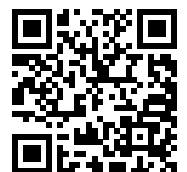
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KERATINCOMPLEX.
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