

KERATINCOMPLEX®

Beautiful hair every day

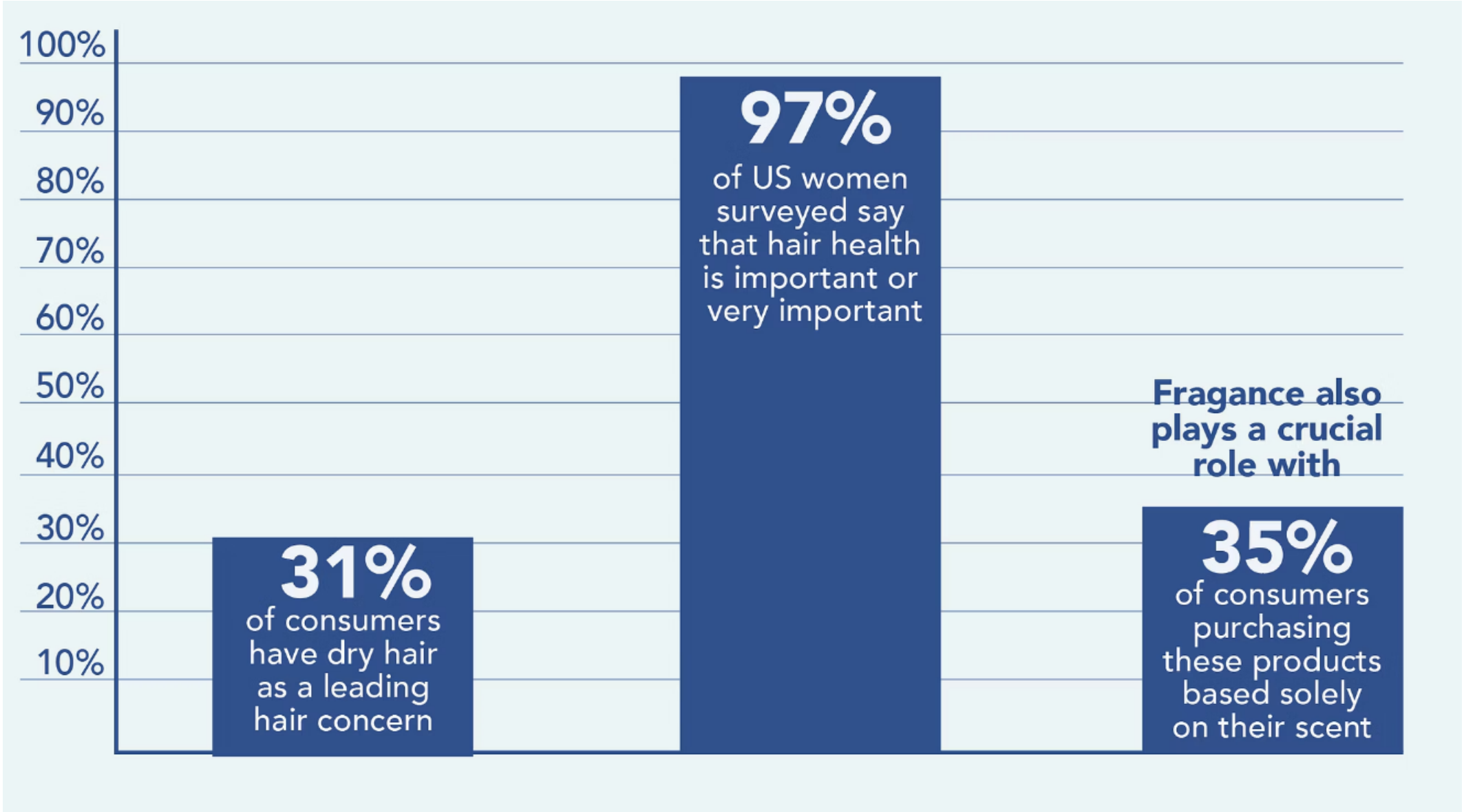


The #1 Keratin Brand

FOR ALL HAIR FABRICS

Market Overview

- Shampoos are the leading haircare category (\$3.5 Billion)
- Conditioners and treatments follow close behind (\$3.4 Billion)
- All these categories have grown since last year, but shampoos have had the most growth with 1.5% growth.



Consumers **prioritize moisturized hair**, making it the **leading benefit** sought in shampoos and conditioners.



New!

YOUR PASSPORT TO
HYDRATION

Moisture Shampoo & Conditioner

Smells Like
Summer!



**KERATIN
COMPLEX**

KCHYDRATE
Moisture Shampoo

This hydrating shampoo is packed with proteins, amino acids, and vitamins to nourish, soften, and add shine. No added sodium chloride, sulfates, and parabens.

champoí hidratante
shampooing hydratant
13.5 fl. oz. / 400 ml

**KERATIN
COMPLEX**

KCHYDRATE
Moisture Conditioner

This moisture-rich conditioner repairs and strengthens for intense hydration, softness, and shine. No added sodium chloride or parabens.

après shampooing
13.5 fl. oz. / 400 ml

The Power of Scent in Purchase Decisions

Fragrance creates powerful emotional connections that drive consumer loyalty. Studies show that scent memories are more vivid and emotionally charged than other sensory memories

Purchase Motivation



Memory Connection

Loyalty Driver



KCHYDRATE's distinctive fragrance profile doesn't just sell a product

—It creates a complete sensory experience that clients actively seek out and remember.

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35% OF CONSUMERS PURCHASE BASED SOLELY ON SCENT

KCHYDRATE features a luxurious, custom-crafted fragrance profile:

- Sandalwood - 2024's trending scent with 400% growth
- Candied Apple
- Rose
- Lemon Peel
- Whipped Cream
- Vanilla
- Musk

This carefully balanced aromatic composition doesn't just pamper hair—it creates a complete sensory experience that clients consistently seek out and remember.

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NEED A VACATION?

CHECK IN FOR HYDRATION,
STAY FOR THE SCENT

Lush notes of candied apple, whipped cream, and sandalwood evoke the essence of summertime luxury in every wash with **KCHYDRATE Moisture Shampoo & Conditioner.**

**KERATIN
COMPLEX**

KCHYDRATE
Moisture Shampoo

This hydrating shampoo is packed with proteins, amino acids, and vitamins to nourish, soften, and add shine. No added sodium chloride, sulfates, and parabens.

champu hidratante
shampooing hydratant
13.5 fl. oz. / 400 ml

**KERATIN
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KCHYDRATE
Moisture Conditioner

This moisture-rich conditioner repairs and strengthens for intense hydration, softness, and shine. No added sodium chloride or parabens.

condicionador hidratante
après shampooing hydratant
13.5 fl. oz. / 400 ml

Dive Right In.



YOUR PASSPORT TO **HYDRATION**

Moisture Shampoo & Conditioner

*Replenishes and rehydrates
normal to dry hair*

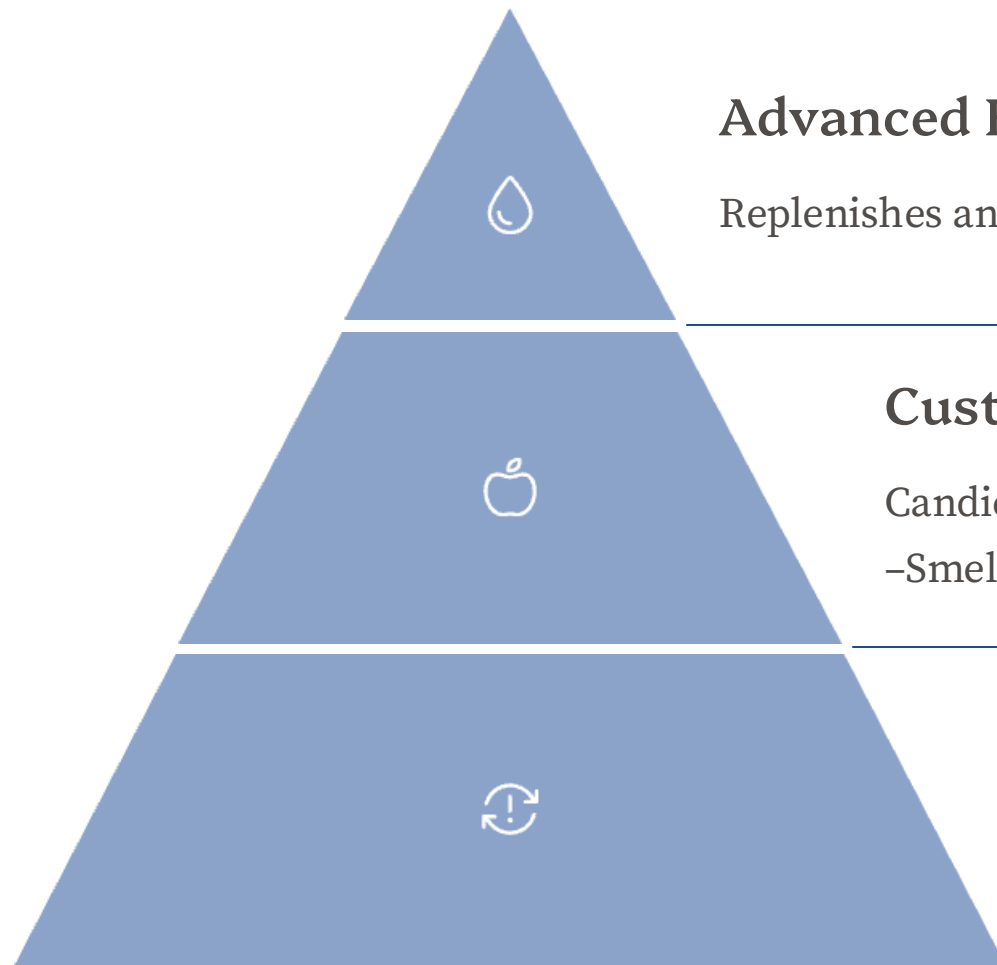
*Powered by quinoa, lentil, and chick pea seed
extracts to strengthen, smooth, and soften*

*Hyaluronic acid and borage oil help
combat signs of aging hair while adding shine*

Helps renew, repair and restore hair

*No added sodium chloride,
sulfates or parabens*

The KCHYDRATE Difference!



Advanced Hydration

Replenishes and rehydrates normal to dry hair.

Custom Fragrance

Candied Apple, Whipped Cream, Sandalwood
–Smells like summer!

Ingredients

Hyaluronic acid and borage oil help combat signs of aging hair while adding shine.

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Wake Up Your Senses!

Sample postcards with scratch and sniff to drive purchase.

KCHYDRATE's – a multi-sensory approach for powerful connections!

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NEED A VACATION?
CHECK IN FOR HYDRATION, STAY FOR THE SCENT

Lush notes of candied apple, whipped cream, and sandalwood evoke the essence of summertime luxury in every wash with **KCHYDRATE Moisture Shampoo & Conditioner**.

Scratch to sniff the sunshine!

KERATIN COMPLEX
KCHYDRATE
Moisture Shampoo
The hydrating shampoo is packed with proteins, amino acids, and vitamins to nourish, soften, and add shine. No added sodium chloride, sulfates, and parabens.
shampoo hydrates, shampooing hydration
13.5 fl. oz. / 400 ml

KERATIN COMPLEX
KCHYDRATE
Moisture Conditioner
The moisture rich conditioner repairs and strengthens for intense hydration, softness, and shine. No added sodium chloride or parabens.
moisturizing hydrates, shampooing hydration
13.5 fl. oz. / 400 ml

SPORT
Adventure Awaits



Launch Promotion

Purchase

- (6) - 13.5 oz. KCHYDRATE Moisture Shampoo
- (6) - 13.5 oz. KCHYDRATE Moisture Conditioner

Receive Free

- (1) - 33.8 oz. KCHYDRATE Moisture Shampoo
- (1) - 33.8 oz. KCHYDRATE Moisture Conditioner

Cost: \$180.00

Total Salon Value: \$230.00

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Who Should Use KCHYDRATE?

Dry Hair Clients

Perfect for those with normal to dry or dehydrated hair textures. Restores essential moisture without weighing hair down.



Healthier Hair

Ideal for clients seeking smoother, softer texture and improved manageability. Delivers noticeable improvement with first use.



Heat Stylers

Great fit for those who style daily, or color treat their hair. Provides essential protection against styling damage.



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Vacation Vibes, Real Results!

Hear about customer journeys to hydrated hair.



3B Curls Transformation

"I used this product on medium density hair with 3B curl type. It left the hair hydrated and smooth and the conditioner gave the hair great slip to dense curl pattern."



Fine Hair Revival

"I used this product on fine, thin and highlighted hair. It left the hair soft, shiny without weighing the hair down."



Smooth & Voluminous

"I used this product on medium density and straight hair. It left the hair soft and smooth and gave an amazing blowout. It left the finished style shiny and smooth with volume!"



Vacation Vibes, Real Results!

Hear about customer journeys to hydrated hair.



Customer Love

"Love, love! Will use all the time!"



Amazing Scent

"Some clients have had something to say about the smell and how they loved it"



Ultimate Texture

"Soft and oh so smooth!"

Shampoos and Conditioners



	Keratin Care Smoothing Duo	Color Care Smoothing Duo	Blondeshell® Debrass Duo	Timeless Color® Fade-Defy Duo	Keratin Volume Amplifying Duo	KCHYDRATE
WHY WE LOVE IT	Fights frizz and smooths for all hair types	Fights frizz and smooths for color-treated hair	Purple formula brightens and debrasses for all shades	Color-protecting and hydrating for color-treated hair	Lightweight volume-boosting duo for all hair types especially fine, flat hair	Lightweight, moisture-rich duo nourishes and rehydrates normal to dry hair.
SALON-QUALITY KERATIN	✓	✓	✓	✓	✓	✓
HELPS PROTECT KERATIN TREATMENTS	✓	✓	✓	✓	✓	✓
NO ADDED SODIUM CHLORIDE	✓	✓	✓	✓	✓	✓
NO ADDED SULFATES (SLS/SLES)	✓	✓	✓	✓	✓	✓
PROVITAMIN B5		✓	✓	✓	✓	✓
COLOR SAFE	✓	✓	✓	✓	✓	✓

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