

3-WAY ACTION

Healthy hair depends on your scalp. That's why Kérastase with L'Oréal Laboratories, presents Professional Hair Skincare, a new category in haircare, which offers three unique solutions to address hair and scalp concerns

It helps to think of your scalp as a fertile ground from which your hair originates and grows. If it is healthy, your hair will thrive. That's why, when you walk into a Kérastase salon, a Kérastase Ambassador or scalp-care specialist gives you a thorough examination with the help of a special dual lens camera, which magnifies your scalp 200 times and your hair 1,000 times, before recommending a Kérastase hair and scalp care Ritual or treatment suited to your specific needs. After years of intense research, Kérastase unveils Professional Hair Skincare, an all-new category in hair treatments with three ground-breaking ways to repair and rescue your hair by focussing on the scalp.

DENSIFIQUE - FOR A DENSER, THICKER MOP

Stem cells play a key role in hair regeneration, its growth and quality. But environmental factors can deter their function, delaying production of new hair. The consequence: the number of visible hair reduces. This concern is addressed by Densifique, a three-month programme that harnesses the power of stem cells to improve hair density and thickness. Densifique stimulates the growth of new hair thus increasing the number of hair per cm². With 5% Stemoxydine®, a unique formula

created by L'Oréal Advanced Research and Vitamins B3, B5, B6, texturizing polymers, Densifique mimics an optimal environment for proper stem cell function. Observations from clinical studies have shown that after 3 months of application of a 5% Stemoxydine® lotion, there could be a reactivation of up to 1700 hair stands*. Recommended for people with thinning or scanty hair, Densifique offers a complete solution with the Bain Densité shampoo, Masque Densité and an exclusive in-salon Densifying Ritual.

AMINEXIL FORCE R - REVERSES HAIR SHEDDING

The scalp, where the hair follicles are embedded, plays a key role in retaining hair and preventing hair loss. Studies show that just like your facial skin, the scalp ages, loses its elasticity and capacity to absorb shock, causing hair loss. Aminexil Force R - a unique formulation of Aminexil® and Rhamnose®, created by L'Oréal Advanced Research - reverses this problem. Aminexil® works against collagen stiffening caused by the "suffocation" of the hair and stimulates activity at the root, Rhamnose® restores quality to the epidermis and works to make it supple. Clinical tests proved that this intensive anti-hair loss pro-resistance treatment saves 140 fibres from the first application and goes on to optimize natural hair growth.

Hair quality depends on your scalp's condition

The scalp ages just like facial skin, causing hair fall and hair loss

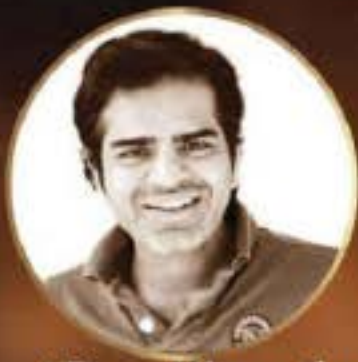
The scalp is 4-times thinner than the rest of your skin

All 3 functions of the skin, namely sebaceous, perspiratory and follicular functions are active in the scalp

INITIALISTE - ADVANCED SCALP & HAIR CONCENTRATE FOR HEALTHIER HAIR

Initialiste is powered by native plant cells, antioxidant polyphenols, glucolipids and ceramides. This new Regenerative Complex® acts at the stem cell level to empower fragile ones, encouraging them to multiply infinitely, so that they can generate healthier hair. Results show up to 93 per cent of reduction in hair fall and breakage**. An ideal follow-up product post Densifique or Aminexil Force R treatments for maintaining the quality of the hair.

For more information on Hair Skincare by Kérastase drop by at a Kérastase salon, visit the salon locator at [facebook.com/Kerastaseindia](https://www.facebook.com/Kerastaseindia), [@kerastaseindia](https://www.instagram.com/kerastaseindia) and [#kerastaseindia](https://twitter.com/kerastaseindia) or call toll-free on 1800-22-4247



“Densifique from Kérastase is a product which harnesses the power of stem cells to create a new frontier in scalp and hair care. The product is extremely easy to apply thanks to the pipette applicator. Hair looks instantly texturized and noticeably thicker. Densifique shows visible results, with hair density progressively improving over time. A must have product for thinning hair and advanced stages of hair loss”

- Sumit Israni, Owner-Geetanjali Salons



*Self evaluation by 122 women using daily for 30 days. ** Breakage due to brushing