

Why Kenra Color?

Kenra Color offers high quality, high performance haircolor that is straightforward, easy-to-use and provides consistent, reliable results.

Kenra Color incorporates **Balancing Complex 5**®, a proprietary blend of five essential attributes for haircolor that is simply stunning®.

> **Vibrant, long-lasting color**

> Intense **shine**

> Improved **condition** and **manageability**

> **Gentle** formulation

> Outstanding **coverage** and **color saturation**

To ensure straightforward and easy-to-use haircolor for stylists, Kenra Color offers both Permanent and Demi-permanent lines that provide:

> A balanced shade collection of warm and cool tones

> A common level system

> Intermixable shades for basic to advanced color formulation

> An easy measuring system and a drip-free consistency for reliable and precise color application

How to Convert?

Reach out to your local sales representative to let them know you are interested in converting to **Kenra Color**.

TO KNOW:

> Color tubes must be unopened.

> No developer can be traded.

> Responsible for cost of shipping.

> Minimum Commitment: **Kenra Color** Small Introductory Offer $199.

> Commitment of 6 months.

> Exchanged colors will be picked up once Kenra Color is received.

TO DO:

> Take inventory of your current stock.

> Choose your Permanent and Demi-permanent shades.

