

One Product, Endless Looks

APPLICATION:

Apply to towel-dried hair, blowdry and heat style to set shape.
Reactivate by reapplying heat and not reapplying the product.

DAY
1
Shape
BLOWDRY

Apply two pumps of L'incroyable blowdry into hands, then apply to towel-dried hair. Blowdry for desired look.

DAY
2
Reshape
STRAIGHTEN
OR CURL

No product application necessary. Restyle or change the look easily with the use of heat tools.

DAY
3
Reshape
CURL OR
STRAIGHTEN

Again, no product application necessary. Restyle or change the look easily with the use of heat tools.

Unparalleled Formula, Unparalleled Benefits



45° F
THERMO-PROTECTION

Extremely repositionable
CURL. STRAIGHT. CURL.

Low-temp activated
RE-ACTIVATES WITH HEAT
STARTING AT 300°F

96H Extreme anti-frizz
MIAMI, RIO APPROVED

Prevents damage
EVEN ON SENSITIZED HAIR

Perfects hair motion
MOVE-HAIR® TESTED


Slows greasing
UP TO 4 DAYS


Unparalleled shape memory
WITHOUT SACRIFICING
TOUCHABILITY





KERASTASE
PARIS
K
L'Inferoyable
blowdry

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PARIS



NEW L'INCROYABLE
BLOWDRY
Miracle reshapable heat lotion



SALON PROFESSIONAL GUIDE

1ST TO MARKET INNOVATION*
POWERED BY GROUND BREAKING
STYLING TECHNOLOGY

L'incroyable blowdry

Miracle reshapeable heat lotion

HOW IT WORKS



S.R.S.® MICROWAXES
Miracle heat-sensitive microwaxes
can set and re-set styles



XYLOSE
A thermo-protectant
that shields the hair fiber

*For L'Oréal

The New Miracle Styling Product for All



FOR EVERY
STYLIST

The stylist who wants to create endless looks with one application.

FOR THE
STYLING ADDICT

The client who wants the perfect look without compromising her hair.

FOR THE
STYLING
CHALLENGED

The client who wants a solution to the challenging at-home blowdry.

FOR THE
"I DON'T USE
PRODUCT" GIRL

The client who wants to look polished with minimal use of product.



Incredible Tips & Tricks WITH GLOBAL K MASTER STYLIST MATTHEW MORRIS

Matthew Morris is an American hairdresser based in Denver. His work has been featured in top editorial glossies, such as *Vogue* and *Allure*, and he's been a staple artist at NYFW.

TRULY A MULTI-TASKER

No matter what final look you desire, the lotion will promote and hold the style and restyle. The formula also protects against heat, prevents frizz and slows greasing up to 4 days.

WORKS BEST WITH HEAT

Boost performance of the formula by pairing it with heat styling tools like a curling or straightening iron (after blowdrying). Heat sensitive micro-waxes will be activated, enforcing restyling, shape memory and hold.

ENDLESS STYLE OPTIONS

L'incroyable blowdry is an essential styling product for all hair types and styles. You can easily switch from curls to straight or from volume to a sleek finish.

THE PRODUCT FOR EVERY WOMEN

This product can be recommended to all clients: those who don't have time, those who style their hair all the time or those who prefer to keep their style natural looking using little-to-no product.

ADD IT TO ALL HAIRCARE PRESCRIPTIONS

While making a client diagnosis, don't forget to couple **L'incroyable blowdry** with every at-home haircare routine. With its benefits of discipline, shine, anti-frizz control and anti-damage protection, it can easily be matched with clients' favorite haircare pillars.

Visions of Style II

10 Incredible blowdry looks as worn by Anja Rubik, the new face of Couture Styling. Recommend the perfect prime and style regimen for every blowdry. With the power of L'incroyable, only heat tools are needed to re-style the next day.

		PRIME		STYLE	
	L'Enigmatique		Spray Fluidissime		L'incroyable Laque Couture
	L'Ambitieuse		Keratine Thermique		L'incroyable + Matérialiste + Laque Couture Laque Noire
	La Sensuelle		Nectar Thermique		L'incroyable + Laque Couture + Elixir Ultime Crème Fine Laque Couture
	L'Impulsive		Nectar Thermique		L'incroyable + Mousse Bouffante Laque Couture + Laque Noire
	La Rebelle		Ciment Thermique		L'incroyable Spray à Porter
	La Boheme		Spray Fluidissime		L'incroyable Baume Double Je
	L'Audacieuse		Keratine Thermique		L'incroyable + Fix Fabulous Laque Noire
	La Romantique		Ciment Thermique		L'incroyable + Baume Double Je Laque Couture + VIP
	La Flamboyante		Nectar Thermique		L'incroyable + VIP Laque Couture
	L'Intemporelle		Nectar Thermique		L'incroyable + Laque Couture Laque Noire