



KEUNE

Celebrate
STYLE

HAIR GOALS, REALIZED.

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CELEBRATE STYLE

Celebrate Style

*Beautiful styling products, lovingly re-invented
to make every hair goal a reality.*



The Bombshell Blowout



The Romantic Retro



The Polished Ponytail





The Ultimate Updo



The Tousled Texture



The Sensational Shine





Keune Style offers a versatile collection of innovative products based on the latest trends, plus trusted favorites to create modern, perfectly-imperfect hair.

Meet Keune Style.

HIGH-QUALITY INGREDIENTS.

Our Research & Development team hand picks the world's best ingredients and applies the latest techniques to develop our products.

PERFECTED BY SCIENCE.

The products are thoroughly tested in the lab and by hair stylists. That means that every product claim is backed by solid science and approved by professionals. All Style products have a UV filter to protect hair against the sun's harmful UV rays.

A CHIC OUTFIT.

We designed Style's packaging to match our Care range: apothecary-inspired, rounded shapes and white caps and labels. Style's soft-touch, modern-matte finish and timeless grey color give the range its sophisticated, luxury feel. Care and Style are thoughtfully designed to go together beautifully on your salon shelves.

Styling services.

Discover our brand-new educational program, developed to support your in-salon styling services. The Styling Sessions offer you inspiration to realize hair goals. You'll learn everything from fundamental techniques to building complete looks.



Step 1:
*Decide whether you want to use a Prep,
Shape or Finish product.*

PREP

Create your foundation.

First things first: a perfectly primed canvas. Apply to damp hair and you're ready to blow-dry and straighten. Reach for our thermal styling products to prepare and protect hair against heat up to 230°C.

SHAPE

Customize your style.

Here's where the fun begins! Add character, let it shine or go for extra matte — make your style come alive. These effortless stylers are so versatile, they'll feel like a natural extension of yourself.

FINISH

Perfect your look.

Now set your style. Use our modern go-tos to make the look last all day and night, shield hair from humidity or add a finishing touch: more gloss, volume or texture. Simply mist on and you're good to go.

CHOOSE YOUR PRODUCT

Step 2:
Apart from Prep-Shape-Finish, eight categories
indicate the desired result.

CURL	For more bounce per ounce.
FIX	For when you need to set your style.
GLOSS	For when you want to shine.
HEAT PROTECT	For safe thermal styling.
REFRESH	For that shower-fresh feeling.
SMOOTH	For smooth operating.
TEXTURE	For "I woke up like this".
VOLUME	For big moments.

HOLD AND SHINE FACTOR

The numbers on the packaging refer to the hold and shine factor. The range is 1 to 10, with 1 being low hold or shine and 10 being maximum hold or shine. The numbers make it easy to find and recognize your favorite product. It can also act as a feature: "Give me N°86, please."

SYMBOLS



= UV filter



= Heat protection up to 230°C



= Dry Cleansing Complex



= 24 hour humidity protection



HOLD 8 - SHINE 6

N°86

THE RANGE

PREP



N°25
Curl Cream

CURL



N°56
Blowout Gelée



N°37
Instant Blowout

HEAT



N°57
Straight Cream

SMOOTH

SHAPE



N°29
Brilliantine Gel

GLOSS



N°27
Hot Iron Spray
(NEW)

HEAT



N°41
Dry Paste
(NEW)

REFRESH



N°57
Forming Wax

FINISH



N°57
Soft Set Spray



N°86
Freestyle Spray



N°106
High Impact Spray



N°97
Liquid Hairspray

FIX



N°110
Brilliant Gloss Spray

GLOSS

THE RANGE



N°62
Salt Mist

TEXTURE



N°75
Root Volumizer



N°44
Soft Mousse



N°74
Strong Mousse



N°55
Thickening Cream

VOLUME



N°62
Matte Cream
(NEW)



N°101
Power Paste



N°82
Sculpting Clay
(NEW)



N°38
Shaping Fibers



N°46
Spray Wax



N°88
Ultra Gel

TEXTURE



N°11
Dry Shampoo



N°61
Dry Texturizer
(NEW)



N°15
Dry Conditioner
(NEW)

REFRESH



N°17
Defrizz Serum



N°13
Humidity Shield
(NEW)

SMOOTH



N°31
Precision Powder
(NEW)



N°71
Volume Powder

VOLUME

Keune Style

Prep

CREATE YOUR FOUNDATION

First things first: a perfectly primed canvas. Apply to damp hair and you're ready to blow-dry and straighten. Reach for our thermal styling products to prepare and protect hair against heat up to 230°C.

PREP
N°25 Curl Cream



CURL

Article number
27445

Content
200 ml / 6.8 FL.OZ

Hold factor **2**
Shine factor **5**



WHAT IT IS

Curl-defining cream for wavy to curly hair. Activates and creates bouncy curls. Offers serious heat protection and has a UV filter.

WHY IT'S GREAT

- Accentuates compact curl
- Adds natural shine
- Heat protection up to 230°C
- UV filter

WHAT IT DOES

Defined, bouncy curls with a natural shine.

WHO IT'S FOR

Naturally wavy to curly hair.

HOW TO USE

Work a small amount through damp or dry hair, then blow-dry with a diffuser.

INGREDIENTS

Aqua (Water), Dimethicone, PVP, Propylene Glycol, Sorbitol, Trisiloxane, Phenoxyethanol, Polyacrylamide, Phenyl Trimethicone, C13-14 Isoparaffin, Amodimethicone, Dimethiconol, PEG-40 Hydrogenated Castor Oil, PEG-90M, Dipropylene Glycol, Ethylhexyl Methoxycinnamate, Panthenol, Laureth-7, Methylparaben, Parfum (Fragrance), Diethylamino Hydroxybenzoyl Hexyl Benzoate, Ethylhexylglycerin, Butylparaben, Ethylparaben, Tocopheryl Acetate, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Cetrimonium Chloride, Trideceth-12, Propylparaben, Benzoic Acid, Potassium Sorbate.



PREP
N°56 Blowout Gelée



HEAT PROTECT

Article number

27401

Content

200 ml / 6.8 FL.OZ

Hold factor **5**

Shine factor **6**



WHAT IT IS

Heat-protecting lotion with flexible, medium hold leaves hair manageable, bodacious and radiant. Also offers heat protection up to 230°C.

WHY IT'S GREAT

- Builds volume
- Adds natural shine
- Doesn't leave a film on hair
- Heat protection up to 230°C
- UV filter

WHAT IT DOES

Manageable hair with extra body and natural luster.

WHO IT'S FOR

Normal to thick hair.

HOW TO USE

Work a small amount through damp hair and blow-dry.

INGREDIENTS

Aqua (Water), Polyquaternium-10, Methyl Gluceth-10, Polyquaternium-11, Phenoxyethanol, PEG-40 Hydrogenated Castor Oil, Sodium Benzoate, Hydrolyzed Wheat Protein, Ethylhexylglycerin, Dipropylene Glycol, Benzophenone-4, Panthenol, Parfum (Fragrance), Citric Acid, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Methylparaben, Butylparaben, Ethylparaben, Propylparaben, Potassium Sorbate.

PREP
N°37 Instant Blowout



HEAT PROTECT

Article number
27402

Content
200 ml / 6.8 FL.OZ

Hold factor **3**
Shine factor **7**



WHAT IT IS

Heat-protecting spray to speed up blow-dry time, allowing you to spend more time on creating the look. Adds lightweight body and luminosity. Can be layered with other Style products.

WHY IT'S GREAT

- Speeds up blow-dry time
- Heat protection up to 230°C
- UV filter

WHAT IT DOES

Shiny hair that feels light and bouncy.

WHO IT'S FOR

Fine to normal hair.

HOW TO USE

Mist on damp hair and blow dry.

INGREDIENTS

Aqua (Water), Alcohol Denat., Panthenol, Polyquaternium-11, PEG-40 Hydrogenated Castor Oil, Citric Acid, Parfum (Fragrance), Silicone Quaternium-22, Benzophenone-4, PEG-15 Copolyamine, PPG-3 Myristyl Ether, Limonene.

PREP
N°57 Straight Cream



SMOOTH

Article number

27439

Content

200 ml / 6.8 FL.OZ

Hold factor **5**

Shine factor **7**



WHAT IT IS

Heat-activated cream to smooth frizz and straighten curls until the next shampoo.

Straightens without using chemicals.

Leaves hair soft, silky and shiny.

WHY IT'S GREAT

- Smoothes and straightens
- Adds shine
- Builds body
- UV filter

WHAT IT DOES

Straight and disciplined hair with more shine.

WHO IT'S FOR

All hair types prone to frizz.

HOW TO USE

Work through damp hair. Style with straightening iron or blow-dry.

INGREDIENTS

Aqua (Water), Dimethicone, Propylene Glycol, Trisiloxane, Dimethiconol, Sorbitol, Trimethylsilylamodimethicone, Phenoxyethanol, Polyacrylamide, Amodimethicone, VP/VA Copolymer, C13-14 Isoparaffin, PEG-40 Hydrogenated Castor Oil, Polyquaternium-10, PEG-90M, Laureth-7, Ethylhexyl Methoxycinnamate, Panthenol, Dipropylene Glycol, Methylparaben, Parfum (Fragrance), Diethylamino Hydroxybenzoyl Hexyl Benzoate, Ethylhexylglycerin, Cetrimonium Chloride, Trideceth-12, Butylparaben, Ethylparaben, Tocopheryl Acetate, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Propylparaben, Benzoic Acid, Potassium Sorbate.

PREP
N°62 Salt Mist



TEXTURE

Article number
27432

Content
200 ml / 6.8 FL.OZ

Hold factor **6**
Shine factor **2**



WHAT IT IS

Beach hair, bottled. A texturizing spray enriched with salt crystals that expand as they dry for a matte, messy look.

WHY IT'S GREAT

- Adds grip and texture
- Builds beachy volume
- UV filter

WHAT IT DOES

Texturized, voluminous Hawaii hair.

WHO IT'S FOR

Fine to normal hair.

HOW TO USE

Mist on damp or dry hair, then blow it big.
Layer the product for customizable volume and grip.

→ **Tip:** For extra messy texture, spray on sectioned dry hair; then use your blow dryer. Use your hands to lift the roots as you blow-dry for volume on top.

INGREDIENTS

Aqua (Water), Alcohol Denat., Magnesium Sulfate, VP/VA Copolymer, PEG-40 Hydrogenated Castor Oil, Sodium Benzoate, Phenoxyethanol, Dipropylene Glycol, Benzophenone-4, Maris Sal (Sea Salt), Panthenol, Citric Acid, Parfum (Fragrance), Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Ethylhexylglycerin, Potassium Sorbate.

PREP

N°75 Root Volumizer



VOLUME

Article number	Content
27429	75 ml / 2.5 FLOZ
27430	300 ml / 10.1 FLOZ
27431	500 ml / 16.9 FLOZ

Hold factor **7**
Shine factor **5**



WHAT IT IS

Build big volume at the roots with this ultra lightweight lifting spray. It leaves hair manageable with extra glow.

WHY IT'S GREAT

- Builds volume at the roots
- Gives a natural glow
- UV filter

WHAT IT DOES

Volume and lift at the roots, radiant lengths.

WHO IT'S FOR

Normal to thick hair.

HOW TO USE

Shake, spray on damp hair at the roots, then blow it big using a round brush.

INGREDIENTS

Aqua (Water), Alcohol Denat., Dimethyl Ether, VP/VA Copolymer, Polyquaternium-46, Carbomer, PEG-12 Dimethicone, Aminomethyl Propanol, Parfum (Fragrance), PEG-40 Hydrogenated Castor Oil, Benzophenone-4, Panthenol, Vaccinium Myrtillus Fruit Extract, Phenoxyethanol, Saccharum Officinarum (Sugar Cane) Extract, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Phenylpropanol, Citrus Aurantium Dulcis (Orange Fruit) Extract, Citrus Limon (Lemon) Fruit Extract, Propanediol, Caprylyl Glycol, Glycerin, Acer Saccharum (Sugar Maple) Extract, Tocopheryl Acetate, Potassium Sorbate, Limonene.

PREP
N°44 Soft Mousse



VOLUME

Article number

27422

Content

200 ml / 6.8 FL.OZ

Hold factor **4**

Shine factor **4**



WHAT IT IS

Volumizing mousse for full, irresistibly touchable hair. Its combination of conditioning ingredients with styling polymers makes hair healthier and styled at the same time.

WHY IT'S GREAT

- Adds volume without crunch
- Conditions hair
- UV filter

WHAT IT DOES

Voluminous, touchable hair.

WHO IT'S FOR

Fine to normal hair.

HOW TO USE

Shake, work through damp hair, then blow-dry.

INGREDIENTS

Aqua (Water), Butane, VP/VA Copolymer, Propane, Polyquaternium-4, Isobutane, Trideceth-9, PEG-12 Dimethicone, PEG-5 Ethylhexanoate, Phenoxyethanol, PEG-40 Hydrogenated Castor Oil, Parfum (Fragrance), Benzophenone-4, Panthenol, Methylparaben, Butylparaben, Ethylparaben, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Propylparaben, Glycerin, Alcohol Denat., Tocopheryl Acetate, Potassium Sorbate, Limonene.



PREP

N°74 Strong Mousse



VOLUME

Article number	Content
27423	75 ml / 2.5 FL.OZ
27424	200 ml / 6.8 FL.OZ
27425	500 ml / 16.9 FL.OZ

Hold factor **7**
Shine factor **4**



WHAT IT IS

Maximizing mousse with a strong hold for incredible volume and fullness. Its combination of conditioning ingredients with styling polymers makes hair healthier and styled at the same time.

WHY IT'S GREAT

- Adds dramatic volume
- Conditions hair
- UV filter

WHAT IT DOES

Hair with big volume and seductive fullness.

WHO IT'S FOR

Normal to thick hair.

HOW TO USE

Shake, then work through damp hair.
Blow-dry for larger-than-life hair.

INGREDIENTS

Aqua (Water), Butane, VP/VA Copolymer, Polyquaternium-4, Propane, Isobutane, Trideceth-9, PEG-12 Dimethicone, PEG-5 Ethylhexanoate, Phenoxyethanol, PEG-40 Hydrogenated Castor Oil, Parfum (Fragrance), Benzophenone-4, Panthenol, Methylparaben, Butylparaben, Ethylparaben, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Propylparaben, Glycerin, Alcohol Denat., Tocopheryl Acetate, Potassium Sorbate, Limonene.

PREP
N°55 Thickening Cream



VOLUME

Article number
27440

Content
200 ml / 6.8 FL.OZ

Hold factor **5**
Shine factor **5**



WHAT IT IS

Heat-activated cream for bodacious volume, making it perfect for fine hair. Hair will feel thicker and lush. Offers heat protection up to 230°C. Also works for air-drying.

WHY IT'S GREAT

- Adds volume and fullness
- Heat protection up to 230°C
- UV filter

WHAT IT DOES

Big hair that feels thick and lush.

WHO IT'S FOR

Fine, thin hair.

HOW TO USE

Work through damp hair and blow-dry or leave hair to dry naturally.

→ **Tip:** *If you're working with hair that's a little on the dry side but you still want to add body to the lengths, go for Thickening Cream on towel-dried strands. Thanks to its creamy texture, it leaves hair easy to polish and texturize.*

INGREDIENTS

Aqua (Water), Dimethicone, Cetearyl Alcohol, Polyquaternium-37, Propylene Glycol Dicaprylate/Dicaprate, VP/DMAA Acrylates Copolymer, VP/VA Copolymer, Styrene/VP Copolymer, Dimethiconol, PEG-40 Hydrogenated Castor Oil, Sodium Benzoate, PPG-1 Trideceth-6, Panthenol, Benzophenone-4, Dipropylene Glycol, Citric Acid, Parfum (Fragrance), Benzalkonium Chloride, Sorbic Acid.

Keune Style

Shape

CUSTOMIZE YOUR STYLE

Here's where the fun begins!
Add character, let it shine or
go for extra matte — make
your style come alive.

These effortless stylers are so
versatile, they'll feel like a
natural extension of yourself.

SHAPE
N°29 Brilliantine Gel



GLOSS

Article number
27403

Content
75 ml / 2.5 FL.OZ

Hold factor **2**
Shine factor **9**



WHAT IT IS

Use this gel-pomade to set your hairstyle and add incredible, wet-looking shine. Hair is left flexible, not crunchy. Also smoothes frizz.

WHY IT'S GREAT

- High-shine effect
- Smoothes frizz
- Flexible finish
- UV filter

WHAT IT DOES

Frizz-free hair with incredible, wet-looking shine.

WHO IT'S FOR

All hair types.

HOW TO USE

Work through damp or dry hair and style as desired.

→ **Tip:** Works beautifully when braiding as it adds shine, smoothes flyaways and has a flexible texture.

INGREDIENTS

Aqua (Water), PEG-7 Glyceryl Cocoate, Ceteareth-30, Paraffinum Liquidum (Mineral Oil), Cera Alba (Beeswax), Phenoxyethanol, Parfum (Fragrance), Citric Acid, Sodium Benzoate, Benzophenone-4, Ethylhexylglycerin, Sodium Hydroxide, CI 42090 (Blue 1), Benzyl Salicylate, Butylphenyl Methylpropional, Citronellol, Coumarin, Eugenol, Limonene, Linalool.

SHAPE *N°27 Hot Iron Spray*

NEW



HEAT PROTECT

Article number

27433

Content

200 ml / 6.8 FL.OZ

Hold factor **2**

Shine factor **7**



WHAT IT IS

A protective spray that shields hair from the heat of styling irons. Ensures up to 92% less hair breakage after a thermal treatment. Adds a natural shine to styled hair.

WHY IT'S GREAT

- Adds natural shine
- Heat protection up to 230°C
- Ensures 92% less hair breakage after a thermal treatment
- UV filter

WHAT IT DOES

Beautifully styled hair with a healthy shine.

WHO IT'S FOR

All hair types.

HOW TO USE

Mist on dry hair before using your curling iron or straightener.

INGREDIENTS

Alcohol Denat., Dimethicone, Trisiloxane, Octyldodecanol, PEG-60 Hydrogenated Castor Oil, Aqua (Water), Polypropylsilsesquioxane, Isododecane, Isodecyl Neopentanoate, Ethylhexyl Methoxycinnamate, Panthenol, Dipropylene Glycol, Parfum (Fragrance).

SHAPE *N°41 Dry Paste*

NEW



REFRESH

Article number

27410

Content

75 ml / 2.5 FL.OZ

Hold factor **4**

Shine factor **1**



WHAT IT IS

A matte styling paste for sexy second-day texture. Features Dry Cleansing Complex with zeolite, a sponge-like structure that absorbs oil. The product doesn't leave any residue and, as a result, no white cast on dark hair.

WHY IT'S GREAT

- Matte finish
- Dry Cleansing Complex with zeolite
- No white cast
- UV filter

WHAT IT DOES

Matte, second-day texture.

WHO IT'S FOR

All hair types.

HOW TO USE

Rub into your hands until powdery, then work through dry hair.

INGREDIENTS

Zeolite, Isopropyl Myristate, Cera Alba (Beeswax), Cetearyl Alcohol, Ceteareth-20, Parfum (Fragrance), Diethylamino Hydroxybenzoyl Hexyl Benzoate, Aqua (Water), PEG-35 Castor Oil, Aesculus Hippocastanum (Horse Chestnut Seed) Extract, Alcohol Denat., Polysorbate 20, Tocopherol, Calcium Pantothenate, Inositol, Retinyl Palmitate, Linoleic Acid, Biotin, Limonene, Linalool.

SHAPE

N°57 Forming Wax



TEXTURE

Article number

27416

Content

75 ml / 2.5 FL.OZ

Hold factor **5**Shine factor **7**

WHAT IT IS

Flexible wax with a medium hold for subtle shine. Infused with beeswax for easy restyling.

WHY IT'S GREAT

- Medium hold
- Adds natural shine
- Infused with beeswax
- Water soluble
- UV filter

WHAT IT DOES

Effortless-looking hair with a subtle shine.

WHO IT'S FOR

All hair types prone to dryness.

HOW TO USE

Rub a small amount into the palms of your hands, then run through damp or dry hair.

INGREDIENTS

Petrolatum, Paraffinum Liquidum (Mineral Oil), Cetyl Alcohol, Cera Alba (Beeswax), Paraffin, Ceteareth-30, Aqua (Water), Parfum (Fragrance), Diethylamino Hydroxybenzoyl Hexyl Benzoate, Ethylhexyl Methoxycinnamate, Phenoxyethanol, Sodium Benzoate, Ethylhexylglycerin, Citric Acid, CI 147000 (Yellow 11), CI 14700 (Red 4), Limonene, Linalool.

SHAPE N°62 Matte Cream

NEW



TEXTURE

Article number
27419

Content
75 ml / 2.5 Oz.

Hold factor **6**
Shine factor **2**



WHAT IT IS

This molding cream defines and holds hair in place. It's perfect for creating modern-matte texture.

WHY IT'S GREAT

- Allows easy restyling
- Matte finish
- UV filter

WHAT IT DOES

Modern-matte texture.

WHO IT'S FOR

Fine to normal hair.

HOW TO USE

Rub a small amount into the palms of your hands, then run through dry hair.

INGREDIENTS

Aqua (Water), Cetearyl Alcohol, PVP, Petrolatum, Ozokerite, Paraffinum Liquidum (Mineral Oil), Kaolin, Ceteareth-20, PEG-40 Castor Oil, Sodium Cetearyl Sulfate, Parfum (Fragrance), Methylparaben, Benzophenone-4, Phenoxyethanol, Linalool.



SHAPE

N°101 Power Paste



TEXTURE

Article number	Content
27427	50 ml / 1.7 FL.OZ
27426	150 ml / 5.1 FL.OZ

Hold factor **10**
Shine factor **1**



WHAT IT IS

This styling paste with super strong hold sets a style quickly and keeps it in place all day long. Use to create super matte texture.

WHY IT'S GREAT

- Super strong hold
- Super matte finish
- Water-resistant
- UV filter

WHAT IT DOES

Super matte finish, super strong hold.

WHO IT'S FOR

All hair types.

HOW TO USE

Rub a small amount into the palms of your hands, then run through damp or dry hair.

INGREDIENTS

Aqua (Water), VP/VA Copolymer, Cetearyl Alcohol, Acrylates/1-Butylacrylamide Copolymer, Petrolatum, Triaccontanyl PVP, Polysorbate 80, Sorbitan Isostearate, PEG-150 Pentaerythrityl Tetrastearate, Parfum (Fragrance), Ceteareth-20, Phenoxyethanol, Acrylates/Beheneth-25 Methacrylate Copolymer, Aminomethyl Propanol, Diazolidinyl Urea, Methylparaben, Benzophenone-4, Butylparaben, Ethylparaben, PEG-35 Castor Oil, Propylparaben, Aesculus Hippocastanum (Horse Chestnut Seed) Extract, Alcohol Denat., Sodium Benzoate, Polysorbate 20, Tocopherol, Calcium Pantothenate, Inositol, Retinyl Palmitate, Linoleic Acid, Biotin.

SHAPE

N°82 Sculpting Clay

NEW



TEXTURE

Article number	Content
27420	12.5 ml / 0.42 FL.OZ
27418	75 ml / 2.5 FL.OZ

Hold factor **8**
Shine factor **2**



WHAT IT IS

Set short to medium-length styles with this strong styling clay. Leaves hair matte, texturized and easy to restyle.

WHY IT'S GREAT

- Sets style quickly
- Matte finish
- Hair is left easy to restyle
- UV filter

WHAT IT DOES

Hair with a matte look that's easy to reshape.

WHO IT'S FOR

All hair types.

HOW TO USE

Rub a small amount into the palms of your hands, then work through damp or dry hair.

INGREDIENTS

Petrolatum, Zeolite, Cera Alba (Beeswax), Kaolin, Isopropyl Myristate, Ceteareth-20, Cetearyl Alcohol, Parfum (Fragrance), Diethylamino Hydroxybenzoyl Hexyl Benzoate, Limonene, Linalool.



SHAPE

N°38 Shaping Fibers



TEXTURE

Article number
27434

Content
75 ml / 2.5 FL.OZ

Hold factor **3**
Shine factor **8**



WHAT IT IS

A fibrous shaping pomade with flexible hold. Enriched with Orange Fruit Complex. Adds gorgeous shine.

WHY IT'S GREAT

- Flexible hold
- Adds intense shine
- With Orange Fruit Complex
- Mandarin fragrance
- UV filter

WHAT IT DOES

Natural, flexible hold and luminous shine.

WHO IT'S FOR

All hair types.

HOW TO USE

Place a small amount in the palm of your hands. Clap to activate the fibers, then work through damp or dry hair.

→ **Tip:** *Mix Shaping Fibers with Forming Wax to make curls bounce while smoothing frizz.*

INGREDIENTS

Aqua (Water), Ceteareth-30, Laureth-2, Paraffinum Liquidum (Mineral Oil), Sorbitol, Citric Acid, Caprylyl Glycol, Phenoxyethanol, Parfum (Fragrance), Sodium Hydroxide, PEG-90M, Sodium Benzoate, Methylparaben, Benzophenone-4, BHT, Ethylhexyl Methoxycinnamate, Panthenol, Mica, Vaccinium Myrtillus Fruit Extract, Butylparaben, Ethylparaben, CI 77891/Titanium Dioxide, Propylparaben, Saccharum Officinarum (Sugar Cane) Extract, Citrus Aurantium Dulcis (Orange Fruit) Extract, Citrus Limon (Lemon) Fruit Extract, Acer Saccharum (Sugar Maple) Extract, CI 19140 (Yellow 5), CI 14700 (Red 4), Citral, Limonene, Linalool.

SHAPE

N°46 Spray Wax



TEXTURE

Article number
27428

Content
200 ml / 6.8 FL.OZ

Hold factor **4**
Shine factor **6**



WHAT IT IS

Create airy, buildable texture with lasting hold. This ultra-fine wax mist adds style, shine and definition to any hair type. Non-oily finish.

WHY IT'S GREAT

- Provides a texturized finish
- Adds natural shine
- Easy to apply
- UV filter

WHAT IT DOES

Tousled, defined hair with a natural shine.

WHO IT'S FOR

All hair types.

HOW TO USE

Shake well before use. Spray directly onto dry hair from a distance of 30 cm (12"). Style hair as desired.

➔ **Tip:** *Spray Wax is perfect for smoothing down frizz and flyaways and works great when making a sleek ponytail.*

INGREDIENTS

Alcohol Denat., Dimethyl Ether, Glycerin, VA/Crotonates/Vinyl Neodecanoate Copolymer, Isopropyl Alcohol, Propylene Glycol, Aminomethyl Propanol, Benzophenone-4, Octyldodecanol, Parfum (Fragrance), Tocopheryl Acetate, Geraniol, Limonene, Linalool.

SHAPE *N°88 Ultra Gel*



TEXTURE

Article number	Content
27441	50ml / 1.7 FL.OZ
27442	200ml / 6.8 FL.OZ

Hold factor **8**
Shine factor **8**



WHAT IT IS

A modern gel for intense hold, structure and shine. Use it to sculpt, set and even as a blow-dry gel. Offers heat protection up to 230°C.

WHY IT'S GREAT

- Intense hold
- Adds intense shine
- Offers heat protection up to 230°C.
- Extremely versatile
- UV filter

WHAT IT DOES

Defined hair with hyper-luminous shine.

WHO IT'S FOR

All hair types.

HOW TO USE

Work through damp or dry hair. Blow-dry for natural-looking definition.

INGREDIENTS

Aqua (Water), Polyquaternium-11, Triethanolamine, Phenoxyethanol, Carbomer, PEG-40 Hydrogenated Castor Oil, Benzophenone-4, Parfum (Fragrance), Ethylhexylglycerin, Tetrasodium EDTA, Caprylyl Glycol, Methylparaben, CI 19140 (Yellow 5), Butylparaben, Ethylparaben, Propylparaben, Benzyl Salicylate, Linalool.

Keune Style

Finish

PERFECT YOUR LOOK

Now set your style. Use our modern go-tos to make the look last all day and night, shield hair from humidity or add a finishing touch: more gloss, volume or texture. Simply apply the finishing product and you're good to go.

FINISH

N°57 Soft Set Spray



FIX

Article number

27421

Content

300 ml / 10.1 FL.OZ

Hold factor **5**

Shine factor **7**



WHAT IT IS

A weightless working hairspray with a flexible finish. Easy to brush out before bed.

WHY IT'S GREAT

- Flexible hold
- Adds natural shine
- Easy to brush out
- UV filter

WHAT IT DOES

Natural, flexible hold.

WHO IT'S FOR

All hair types.

HOW TO USE

Mist onto dry hair at a distance of 30 cm (12"). Layer to customize your hold.

→ **Tip:** *If you're working with fine hair and want to build volume at the root, mist Soft Set Spray on towel-dried roots, section by section. Then blow it big with a round brush for an airy, voluminous look.*

INGREDIENTS

Alcohol Denat., Dimethyl Ether, VP/VA Copolymer, Aqua (Water), Isopropyl Alcohol, Dipropylene Glycol, Parfum (Fragrance), Benzophenone-4.

FINISH

N°86 Freestyle Spray



FIX

Article number	Content
27436	75 ml / 2.5 FLOZ
27437	300 ml / 10.1 FLOZ
27438	500 ml / 16.9 FLOZ

Hold factor **8**
Shine factor **6**



WHAT IT IS

An all-round hairspray with 24-hour hold and humidity protection. Sets your style but preserves movement — no helmet hair here.

WHY IT'S GREAT

- Strong hold
- Adds natural shine
- Long lasting 24-hour hold
- 24-hour humidity protection
- Easy to brush out
- UV filter

WHAT IT DOES

Strong hold for beautifully styled hair.

WHO IT'S FOR

All hair types.

HOW TO USE

Mist onto dry hair at a distance of 30 cm (12"). Layer to customize your hold.

INGREDIENTS

Alcohol Denat., Dimethyl Ether, Butane, VA/Crotonates/Vinyl Neodecanoate Copolymer, Aqua (Water), Isopropyl Alcohol, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Propane, Aminomethyl Propanol, Isobutane, Dipropylene Glycol, Benzophenone-4, PEG-12 Dimethicone, Parfum (Fragrance).

FINISH

N°106 High Impact Spray



FIX

Article number
27435

Content
300 ml / 10.1 FL.OZ

Hold factor **10**
Shine factor **6**



WHAT IT IS

A finishing spray with super strong, 24-hour hold and humidity protection. Locks your style in place all day and night, even on the sultriest of days.

WHY IT'S GREAT

- Super strong hold
- Adds natural shine
- Long-lasting 24-hour hold
- 24-hour humidity protection
- UV filter

WHAT IT DOES

A flawless hairstyle that stays in place no matter what.

WHO IT'S FOR

All hair types.

HOW TO USE

Mist onto dry hair at a distance of 30 cm (12") distance. Layer to customize your hold.

INGREDIENTS

Dimethyl Ether, Alcohol Denat., Octylacrylamide/ Acrylates/ Butylaminoethyl Methacrylate Copolymer, Aqua (Water), Isopropyl Alcohol, Aminomethyl Propanol, Phenyl Trimethicone, Dipropylene Glycol, Benzophenone-4, Parfum (Fragrance).

FINISH
N°97 Liquid Hairspray



FIX

Article number
27417

Content
200 ml / 6.8 FL.OZ

Hold factor **9**
Shine factor **7**



WHAT IT IS

A non-aerosol finishing spray to accentuate texture and lock your style in place. Use it to texturize, add wet-looking shine and as a finisher.

WHY IT'S GREAT

- Versatile non-aerosol finishing spray
- Intense hold
- Wet-looking shine
- UV filter

WHAT IT DOES

Accentuated texture, irresistible shine and strong hold.

WHO IT'S FOR

All hair types.

HOW TO USE

Mist onto dry hair at a distance of 30 cm (12") distance. For a wet-looking finish, spray on damp hair.

INGREDIENTS

Alcohol Denat., Butyl Ester of PVM/MA Copolymer, Aqua (Water), Aminomethyl Propanol, Parfum (Fragrance), Benzophenone-4, Tocopheryl Acetate, Citral, Geraniol, Limonene, Linalool.

FINISH
N°110 Brilliant Gloss Spray



GLOSS

Article number	Content
27404	75 ml / 2.5 FL.OZ
27405	200 ml / 6.8 FL.OZ
27406	500 ml / 16.9 FL.OZ

Hold factor **1**
Shine factor **10**



WHAT IT IS

The essential finishing touch for any hairstyle.
Fine, weightless spray for luminous, irresistible shine.

WHY IT'S GREAT

- Adds weightless shine
- Finishing touch for every style
- Oil-free formula keeps the hair clean
- UV filter

WHAT IT DOES

Beautiful hair with luminous shine.

WHO IT'S FOR

For hair that needs super shine.

HOW TO USE

Simply mist onto dry hair at a distance of
20 cm (8") as a finishing touch.

INGREDIENTS

Butane, Dimethicone, Propane, Trisiloxane, Isobutane,
Alcohol Denat., Isodecyl Neopentanoate, Phenyl
Trimethicone, Isopropyl Alcohol, Dipropylene Glycol,
Parfum (Fragrance), Diethylamino Hydroxybenzoyl
Hexyl Benzoate, Ethylhexyl Methoxycinnamate.

FINISH

N°11 Dry Shampoo



REFRESH

Article number
27409

Content
200 ml / 6.8 FL.OZ

Hold factor **1**
Shine factor **1**



WHAT IT IS

For a shower-fresh feel. Extend your blowout with our Dry Shampoo. Absorbs oil and impurities, thanks to its Dry Cleansing Complex with translucent starch. After use, hair feels cleaner and fuller.

WHY IT'S GREAT

- Dry Cleansing Complex
- Instantly fresh-feeling hair
- Adds fullness
- UV filter

WHAT IT DOES

Instantly fresher and fuller hair.

WHO IT'S FOR

All hair types prone to oiliness.

HOW TO USE

Shake, then spray onto the roots of dry hair at a distance of 20 cm (8") and rub in. Wait for two minutes, then brush through several times to clear away excess product.

INGREDIENTS

Butane, Propane, Alcohol Denat., Isobutane, Aluminum Starch Octenylsuccinate, Isopropyl Alcohol, Dipropylene Glycol, Parfum (Fragrance), Benzophenone-4.

FINISH
N°61 Dry Texturizer

NEW



REFRESH

Article number	Content
27411	75 ml / 2.5 FL.OZ
27412	200 ml / 6.8 FL.OZ

Hold factor **6**
Shine factor **1**



WHAT IT IS

This invisible dry texturizing spray adds volume and tousled texture with a medium hold. Features Dry Cleansing Complex with zeolite to absorb oil.

WHY IT'S GREAT

- Dry Cleansing Complex
- Added volume and texture
- Flexible hold
- UV filter

WHAT IT DOES

Fresh-feeling hair with tousled texture and natural volume.

WHO IT'S FOR

All hair types.

HOW TO USE

Shake, then spray onto roots and lengths of dry hair at a distance of 20 cm (8").

INGREDIENTS

Dimethyl Ether, Alcohol Denat., VP/VA Copolymer, Zeolite, Isopropyl Alcohol, Dipropylene Glycol, Parfum (Fragrance), Benzophenone-4.

FINISH

N°15 Dry Conditioner

NEW



REFRESH

Article number

27408

Content

200 ml / 6.8 FL.OZ

Hold factor **1**

Shine factor **5**



WHAT IT IS

This feather-light dry conditioning spray leaves hair velvety soft, touchable and detangled. Starch absorbs oil without leaving a cast.

WHAT IT DOES

Soft and touchable hair.

WHO IT'S FOR

All hair types.

INGREDIENTS

Dimethyl Ether, Dimethicone, Aluminum Starch Octenylsuccinate, Trisiloxane, Alcohol Denat., Isodecyl Neopentanoate, Phenyl Trimethicone, Isopropyl Alcohol, Dipropylene Glycol, Parfum (Fragrance), Isoamyl p-Methoxycinnamate.

WHY IT'S GREAT

- Dry Cleansing Complex
- Leaves hair soft, silky and detangled
- Adds natural shine
- UV filter

HOW TO USE

Shake, then spray directly onto the lengths of dry hair at a distance of 30 cm (12").

FINISH

N°17 Defrizz Serum



SMOOTH

Article number

27407

Content

30ml / 1.0FL.OZ

Hold factor **1**Shine factor **7**

WHAT IT IS

This luxurious serum smooths frizz and leaves hair luminous, never greasy.

WHY IT'S GREAT

- Smooths frizz
- Polishes hair
- Adds shine
- UV filter

WHAT IT DOES

Frizz-free shine.

WHO IT'S FOR

Frizz-free hair that shines.

HOW TO USE

Rub a small drop into your hands (a little goes a long way), then work through damp or dry hair.

→ **Tip:** Mix it with *Matte Cream* to add soft texture and shine to short to medium-long hair.

INGREDIENTS

Dimethicone, Trisiloxane, Dimethiconol, Isodecyl Neopentanoate, Tocopheryl Acetate, Dipropylene Glycol, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Ethylhexyl Methoxycinnamate, Parfum (Fragrance), Aqua (Water), Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Phenoxyethanol, Potassium Sorbate.

FINISH

N°13 Humidity Shield

NEW



SMOOTH

Article number
27400

Content
200 ml / 6.8 FL.OZ

Hold factor **1**
Shine factor **3**



WHAT IT IS

A weightless finishing spray to protect hair against humidity. Keeps sleek blowouts and beautifully styled curls and waves looking salon-fresh for 24 hours.

WHY IT'S GREAT

- Weightless finishing spray
- Ensures 24-hour humidity protection
- UV filter

WHAT IT DOES

Beautifully styled, frizz-free hair.

WHO IT'S FOR

All hair types prone to frizz.

HOW TO USE

After styling, mist on dry hair at a distance of 20 cm (8").

INGREDIENTS

Alcohol Denat., Dimethyl Ether, Octylacrylamide/ Acrylates/ Butylaminoethyl Methacrylate Copolymer, Isopropyl Alcohol, Aminomethyl Propanol, Dipropylene Glycol, Parfum (Fragrance), Dimethicone, Trisiloxane, Benzophenone-4.

FINISH
N°31 Precision Powder

NEW



VOLUME

Article number
27444

Content
8g / 0.27 FL.OZ

Hold factor **3**
Shine factor **1**



WHAT IT IS

Create weightless volume with this texturizing powder. The powder is easy to apply with a sprayer for pin-point accuracy.

WHY IT'S GREAT

- Creates volume
- Matte finish
- For precise application
- UV filter

WHAT IT DOES

Voluminous, texturized hair.

WHO IT'S FOR

Fine to normal hair.

HOW TO USE

Use on dry hair. Shake, then spray onto the roots and massage it in with your fingertips.

INGREDIENTS

Aqua (Water), Glycerin, Silica Silylate, Phenoxyethanol, Benzophenone-4.

FINISH

N°71 Volume Powder



VOLUME

Article number
27443

Content
7g / 0.25 FL.OZ

Hold factor **7**
Shine factor **1**



WHAT IT IS

Matte powder for sexy texture, buildable grip and big volume. The lightweight powder leaves hair free and flowing.

WHY IT'S GREAT

- Creates texture and grip
- For big volume
- Matte finish
- UV filter

WHAT IT DOES

Big, voluminous hair with beautiful texture.

WHO IT'S FOR

Normal to thick hair.

HOW TO USE

Sprinkle on and massage through dry hair with your fingertips. For extra lift, apply directly to roots.

INGREDIENTS

Aqua (Water), Silica Silylate, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Aminomethyl Propanol, Sodium Benzoate, Benzophenone-4, Citric Acid.

SHELF PLAN

Shelf plan

TOP SHELF

PREP



Curl
Curl Cream

CURL



Heat Protect
Blowout Gelée

HEAT



Heat Protect
Instant Blowout



Smooth
Straight Cream

SMOOTH



Texture
Salt Mist

TEXTURE

2ND SHELF

PREP



Volume
Root Volumizer



Volume
Soft Mousse



Volume
Strong Mousse



Volume
Thickening Cream

VOLUME

2ND SHELF

SHAPE



Heat Protect
Hot Iron Spray

HEAT



Gloss
Brilliantine Gel

GLOSS



Refresh
Dry Paste

REFRESH

3RD SHELF

SHAPE



Texture
Spray Wax



Texture
Ultra Gel



Texture
Power Paste



Texture
Forming Wax



Texture
Matte Cream



Texture
Sculpting Clay



Texture
Shaping Fibers

TEXTURE

SHELF PLAN

4TH SHELF

FINISH



Fix
Soft Set Spray



Fix
Freestyle Spray



Fix
High Impact Spray



Fix
Liquid Hairspray



Gloss
Brilliant Gloss Spray

FIX

GLOSS

BOTTOM SHELF

FINISH



Refresh
Dry Shampoo



Refresh
Dry Texturizer



Refresh
Dry Conditioner



Smooth
Defrizz Serum



Smooth
Humidity Shield



Volume
Precision Powder



Volume
Volume Powder

REFRESH

SMOOTH

VOLUME

