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For all those who want to celebrate the curly hair riniqueness,

For all those who truly believe in their inspiring femininity,

For all those who desire to enhance their curl beauty potential,

For all those who love their curls in perfect harmony with

who they really are,

For all of you, comes a new curl era.











EDITO

Tamed CURLS, Untamed Feminity

fter years and years of straight hair domination, the time for curls has come. Curls are everywhere, in every part of the world, creating a new state of mind. The true expression of a strong femininity, the curl movement walks through the ages with iconic representation from Greek Mythology to the Venus of Botticelli, or the audacious disco haircut from the 70s/80s. In all ages, curls have been synonymous with freedom: forbidden sometimes, they have always threatened the conventional world with their energy and their apparent freedom of expression.

In the 21st century, globalization and the fast spread of trends have brought the beauty of curly-haired women back into the spotlight. All different, all unique but with one common characteristic: a huge personality represented by their hair, used as proof of their self-confidence. Runways, blogs, and celebrities: the power of curls, embodied by a powerful woman –just like you–, is everywhere.

Women with curly hair learn to tame their curls from a very young age, and are always on the lookout for the most astute advice: «How do I sleep with curls without them turning them into a nightmare? Which is the best haircut for the shape of my face? How should I dry my curls?» This book will bring you the answers to all these questions and more, it is a wealth of cultural anecdotes and stories of women with curly hair. In this way it is a true «Ode to the curl».







The Kérastase answer to curls:

From wavy to frizzy, natural or permed, there are many kinds of curly hair. When it comes to caring for their curls, curly-haired women's main concern is taming them without compromising their singular beauty. Discipline Curl Idéal has been carefully designed to provide a professional solution to all kinds of curly hair with the best possible hair treatment. Discipline Curl Idéal range is enriched with the revolutionary combination of Pro-Kératine and Elastin that strengthens curls, improves hair elasticity, smoothes hair and improves cohesion.

Cleansing Conditioner Curl Idéal

The Ist Shape-in-motion cleansing conditioner for unruly curly hair by Kérastase



Its highly sensorial and no sulfate formula has been developed specifically to gently cleanse and moisturize while enhancing the natural shape of curls.

No silicones - No sulfates





Discipline Curl Idéal

Whether you are looking for a bouncy, a relaxed or a tight curl result, Discipline Curl Idéal has the perfect hair care routine for you.



Masque Curl Idéal:

The 1st shape-in-motion masque to control over voluminous and unruly curly hair. Its thick immersive texture will treat each fibre with care for maximum volume reduction and frizz control of roots and lengths.



Crème Oléo-Curl:

The iconic leave-in crème brings definition and suppleness to all unruly, curly hair looking for relaxed and voluptuous curls. Its caring texture leaves a soft and smooth hair touch.





Mousse Curl Idéal:

This airy and caring mousse brings definition and bounce to all unruly curly hair looking for light and toned curls. Its smooth texture leaves a treated and

light hair touch.



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Curly hair structure analysis

OI

Bulb

Curly hair roots are shaped like a 'golf club' which produces an irregular twisted fibre, unlike straight hair which is shaped like a whip.

Use a whip to tame your curls...



[a.] Curly hair « the golf club»



[b.] Straight hair « the whip»

02

Sebum MIGRATION

The elliptic shape of curls slows down sebum travelling from the roots to the tips. Result: The hair is dull and more frizz prone.

The fight must go on!

03

Cortex

The cortex, which is the inner part of the hair, is constituted of interlaced cells in curly hair contrary to straight hair where the cells are perfectly ordered.

Disorder is the new order.

04

CuticleIRREGULARITIES

The cuticles of curly hair have an irregular thickness along the fibres creating weakness points at torsions where it is thinner.

What doesn't kill you makes you stronger!

II



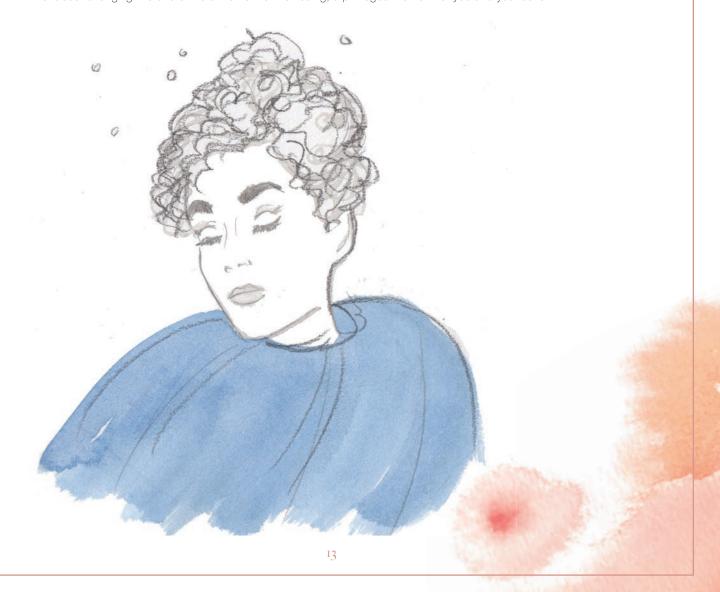




How to perfectly wash curly hair?

You wake up with the first light: it's time to wash your hair and laziness rises. You do not want to remain hours under the shower to apply one product, then a second, then a third You dread the tangling and then you have to detangle everything with painful combs. These are the obstacles any curly hair woman has to face when she washes her hair.

What about changing this chore into a moment of well-being, a privileged moment for you and your curls?





Curls are different, THEY NEED TO BE WASHED DIFFERENTLY

Like the most delicate cashmere scarf, curly hair needs maximum care, especially when it comes to washing it. In fact, curls have a thin and irregular hydrolipidic layer which is the natural protection of the fibre. Repeated classical washes can prove too harsh on curls and weaken this layer. The fibre becomes dry and rigid. Moreover, the delicate texture of curls means also delicate gesture. Repeated frictions generated by traditional shampoo are one of the worst enemies of curl discipline. Frictions break fibre cohesion thus misshaping misshapes the natural curl pattern and producing this unmanageable fluffy hair effect.

The new way to wash YOUR CURLS

A traditional shampoo was usually made of detergents that are too strong for your curls. They remove too much of the curl's sebum, leaving hair dry and rough. The **Curl Idéal Cleansing Conditioner** is a new formula that combines a gentle cleansing action with highly caring agents. Formulated with no sulfates and no silicones, it preserves the beauty of curls and enhances hair fibre quality. Its smooth texture delicately coats and protects the fibre, preventing friction from building up. Curls are soft and perfectly moisturized. They are lively, defined and perfectly shaped.



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How to apply a CLEANSING Conditioner?

If you have curly hair, here is the recommended ritual to follow to perfectly wash your hair and optimally use the cleansing conditioner.



Take 4-6 pumps of **Cleansing Conditioner Curl Idéal** depending on the length of your hair.



Apply **Cleansing Conditioner** to wet hair, directly on your scalp, using circular massage movements to remove any impurities.



Add some water and spread the conditioner to the tips strand by strand.



Use a large detangling comb to help spread the **Cleansing Conditioner** and gently detangle curls. Leave in for 2-3 minutes.



Rinse abundantly and repeat a second time for best results.







The universal classification OF HAIR DIVERSITY

Historically, hair types were classified according to ethnical origins: African, Asian and Caucasian.

A research lead by L'Oréal in 22 countries on 7500 women has identified 8 frizz-levels based on fibre morphology parameters: curve diametre and number of curve repetitions

How to identify MY HAIR TYPE?

If you aswer «yes», you collect 5 points

- I can't pass my finger from roots to the tips.
- I can't separate each curl lock from one other.
- 3 My curls start from the roots
- I can insert a pen inside the spiral.
- 5 I find my hair is too voluminous.
- 6 My scalp tends to be very dry.

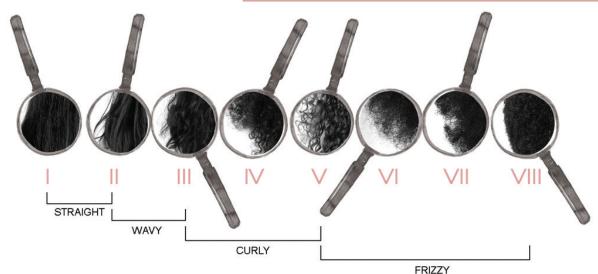
5 points : I-II type

10 points : III type

15 points : V type

20 points: V type

25 points: VI-VII-VII type



Sources: L'Oréal R&I Hair topic frizzy hair







Curls around the world

There are as many types of curls as there are curly-haired women. The classic categories are outdated and our multicultural world permits all kinds of blends. The borders between frizz, curls and waves are no longer so rigid ... The ancestral beauty secrets have traveled far and wide. Each woman can choose her own type of curl and benefit from this new vagueness in definition to wear the curl which suits her. Pluralistic beauties in a pluralistic society can give rise to a wide range of emotions.



Cathy

Cathy, a young English woman of 20 years, recently arrived in London, her mind full of classic English literature. Curly-haired from a tender-age, her relaxed and supple red curls frame her face to enhance her fine features and her porcelain skin. In winter as well as summer, she loves settling down on a bench in Hyde Park to devour her latest book find. Always carrying two pens in her handbag... one to take notes with, the other her faithful ally in pulling back her hair.

To give better hold to her fine curls, Cathy does not hesitate to add a drop of **Curl Fever** blended in with **Oléo-Curl**.



Mina

Mina is 35 years old, passionate about geopolitics and living in Washington. Her curls, a key element of her determined and confirmed character, have helped her impose herself as a genuine reference in the predominantly masculine world of journalism. Between the feverish pace of her life and her numerous trips, she often lacks the time to care for her curls.

In order to ensure an impeccable look at all times, Mina bets on the perfect haircut. So she is faithful to her hairstylist Andrew, a master in the technique of "piquetage" (or texturing), the best ally for curly hair.



Gabriella

Gabriella is 28 years old and has lived in Sao Paulo since birth. While her friends prefer to focus on their dream-bodies, Gabriella considers her long, curly hair as her greatest strength. Smoothed down at the roots, her hair forms large, beautifully contoured curls, which she considers to be the expression of her fiery temperament.

To nourish her curls intensely, Gabriella does not hesitate to generously coat her hair with **Elixir Ultime oil**, allowing it to set overnight, covered in a scarf.



Juan

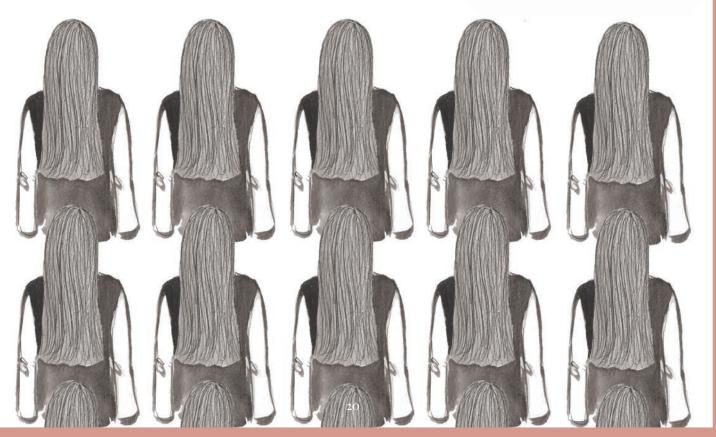
Jian has just succumbed to the latest trend in Shanghai: a few hours at the hair salon, and it's goodbye to her straight hair, and hello to the character of permed hair. No more chance of confusing her with her sister. She is so happy with her new curls, freshly cut and full of bounce. She has been working at a high fashion magazine for six months now, and so was able discover the powerful return of the curl in the imagination of the most influential designers on the European runways of Milan and Paris.

In order to maintain suppleness in her permed hair, Jian uses the sulfate- and silicone-free Cleansing Conditioner Curl Idéal.

IQ







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Why is it so good to be a curly-haired woman?

The (flat) world envies your curls. You may be focused on your imperfections, while the rest of the world sees you differently. You are a symbol of freedom, of beauty, of strength. The world's collective imagination surrounds curly haired women with numerous attributes, kindling extreme jealousy at each turn.



- You are envied for your natural and constant hair/accessory which gives you an special look even in jeans and a tee-shirt.
- Envied for the particular personality which emanates from your curls: You are the representation of Women's Liberation!.
- You are instantly suspected of having a fiery temperament.
- In the eyes of your children, you will forever be the incamation of a Disney princess.
- Your parents were never able to give you the horrid bowl-cut. So you can avoid the humiliating #ThrowbackThursday pictures on Facebook.
- As a young girl, you so desperately wanted curls in your hair that you would go as far
 as rolling your long, straight hair on a rounded brush ... risking extreme tangling which
 could result in having to cut it all!
- No need for a GPS to find you in the crowd at a concert, one can see your voluminous curls for miles and miles!
- You and only you could bring back the 80s style successfully: golden lamé leggings, a streak of eyeliner, and your hair as the ultimate accessory.



Bain Fluidéaliste



Fluidéaliste spray

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What to tell to your frizzy haired best friend who would dream about having smoother hair?
Tell her to use **Fluidéaliste** from Kérastase!



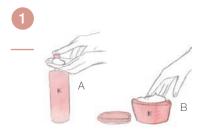




Step-by-step for volume control and supple curls

The femme fatale is a seductress who fully assumes her femininity. She recalls the beauties of the 50s with her style and curves, where Joan Holloway of Mad Men would reign supreme. Mysterious and sensual, the femme fatale's hair is captivating. Smoothed down at the roots and perfectly defined at the tips, this femme fatale's curls perfectly encapsulate her curvaceous, voluptuous physique.



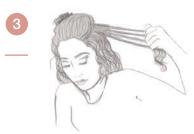


CARE ROUTINE:

A. Wash with the Cleansing Conditioner Curl
 Idéal. For more details, see Baigner chapter.
 B. Treat with Masque Curl Idéal.



Detangle your curls on wet hair with a large detangling comb and apply **Crème Oléo-Curl** on a section of your hair.



Take a strand in your hand and stretch it with your 4 fingers from your roots to the lengths to relax the curls.



Gently press the curls inside your palms. Repeat the 3 steps over your whole head. Let them dry naturally.



Cleansing Conditioner Curl Idéal



Masqu Curl Idé

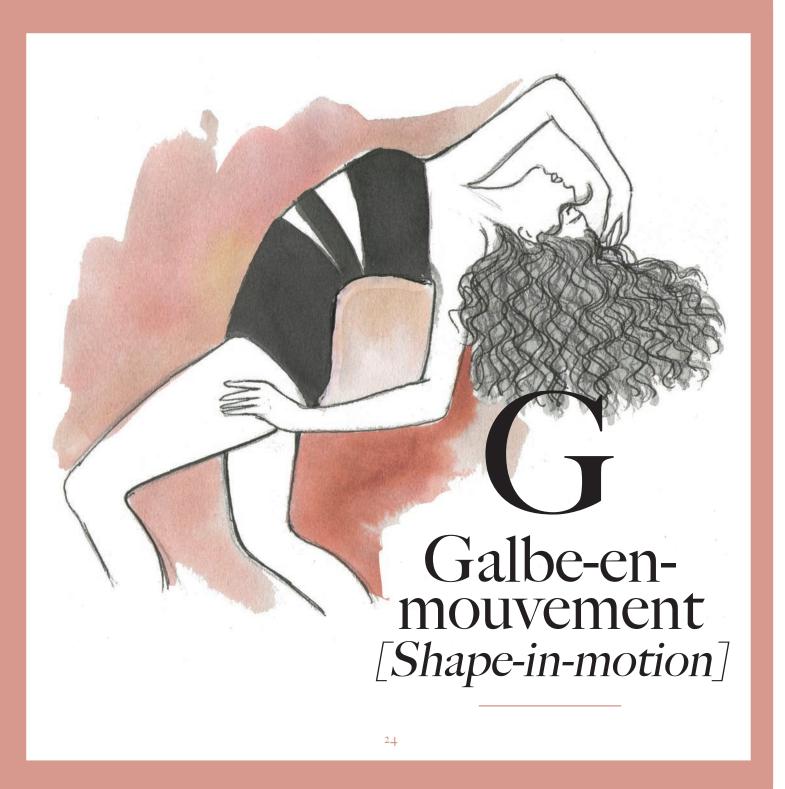


Crème Oléo-Curl



Give control to your roots by applying the **Masque Curl Idéal** directly on them.





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GALBE:

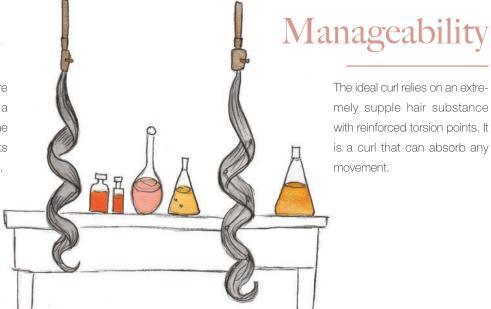
Le profil gracieux D'UNE COURBE

[The gracious profile of a curve]

Every woman wants her hair to look perfect and move naturally, whether she is a professional dancer or a businesswoman. To create Discipline Fluidéaliste in 2014, Kérastase began studying hair-in-motion with an amazing machine called "Move Hair" that can analyze thousands of hair movement parameters. Today, Kérastase's expertise reaches new heights: disciplining curls without losing any of their charm. This new approach has enabled Kérastase with Discipline Curl Idéal to define the optimal curl's profile, based on two key factors: definition and manageability.

Definition

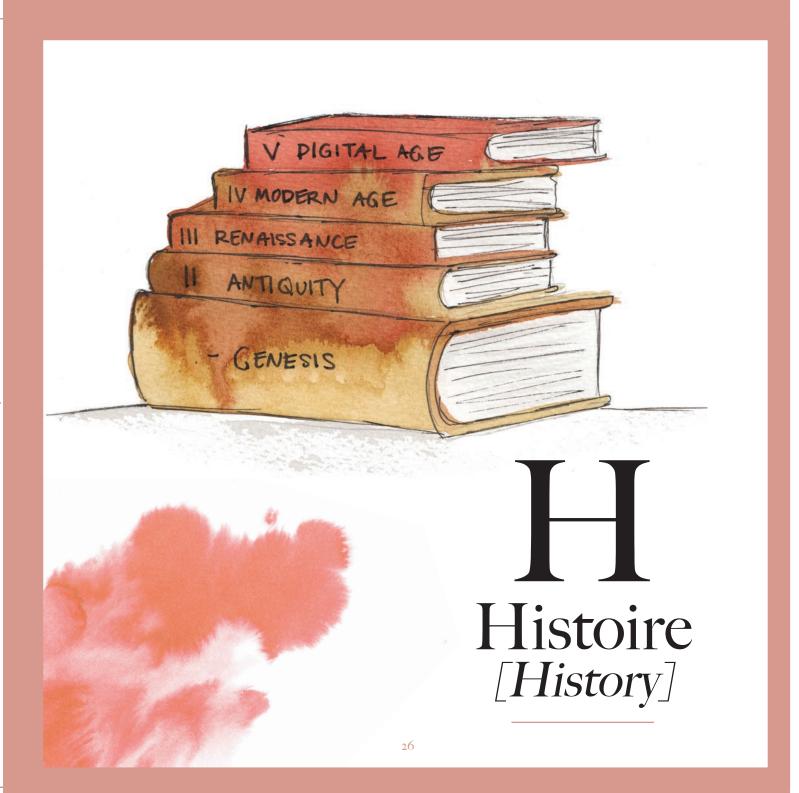
A defined curl has perfect fibre cohesion that shapes it in a unique spiral. Its harmony is the result of regular torsion points every time the curl is spinning.



The ideal curl relies on an extremely supple hair substance

> with reinforced torsion points. It is a curl that can absorb any movement.







Curl evolution in History

From the dawn of time, curls have been considered as the most natural means of representing hair. Throughout the ages and different civilizations, and despite ephemeral fashion trends: the curl has always been an attribute of beauty. From the Babylonians to Clovis: curls have had a prominent place. Free or extremely controlled, the curl has been an intrinsic part of the history of women and of fashion. Curls, synonymous with freedom and ardour, have been at times praised to the skies, at times forbidden ... but never forgotten nor ignored. A symbol of emancipation and of power, curls have often been the prerogative of indomitable and rebellious women.



«In ancient Greek literature, the beauty of curly hair has been translated as a mythological symbol featuring beautiful goddesses with free flowing curls. The curl then takes a predominant place as a mark of refinement and aestheticism in Ancient Greece. This civilization inspired the whole world throughout the ages, with this natural and simple way, women had of wearing their flowing wavy hair».



The Renaissance was an intellectual, cultural, philosophical and religious revolution which also gave rise to a change in customs, as they related to hair. The hairstyles reflect the independence of thought characteristic to this period: men as well as women wore their hair long; curls were praised and worn freely. Otherwise, this period is identified also with the eccentricity and madness of wigs, which could reach several meters in height, highlighting the curl as the latest trend in the courts. More exuberant, and higher in reach, in order to attain the heavens and establish a position of power.

Ancient Egypt

In Ancient Egypt, hair was a social class marker. Just observe the numerous hieroglyphs and there you can find a strong representation of curly hair, rich in symbolism. In fact, each haircut had a corresponding level in the social ladder: for example workers had short hair, children had shaved heads, and extensions and curled wigs were worn by the most powerful social classes. To obtain beautiful curls, women would cover their hair in mud and curl it around wooden rods.



A crazy parenthesis it might have been: disco unbridled our limits in styles, in fashion, in the norms. Neon, lurex, glitter and sequins, all were permitted: sometimes all at once! Disco queens wore the short, curly bob, or a long wavy style without differentiation, and it's impossible to disassociate their hairstyles from this joyous musical movement. Each curl moving to the rhythm of the latest disco hit, carefree and flowing.







Gallery of curly icons

We all have in our minds figures of curly-haired women whose aura transcends the passing of time. From queens to fairy tale princesses, iconic women have marked our spirit and something tells us their curls played no small part in that.











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Actresses





Fairy Tale Princesses







How to deal with your curls the morning after

Your alarm has just gone off, you run to the bathroom and discover the state of your curls: they've been completely flattened by your pillow and look dull and dejected. Your curls look chaotic but you've got no time to fix them. You're in a rush: you need to be elegant and ready to go immediately. What do you do? In just minutes you must recover bounce, volume and shine.







Spray your hair with water.



Flip your hair. Apply **Crème Oléo-Curl.**



Roll your curls around your finger.



Pull it lightly and repeat steps 3-4.



Crème Oléo-Curl



To give more hold to thin curly hair, mix just a touch of **Curl Fever** from Kerastase styling range with **Crème Oléo-Curl**.



OI

A Classyand GLAMOROUS STYLE









Apply some **Volume In Powder** on your roots to create volume. Take a section of hair near your left temple and twist it around your finger.



Twist it around into a mini-bun at the back of your head and pin it. Repeat on the other side.





Continue twisting and pinning your hair across into mini buns.



Finish the style by pinning the final sections of hair at the nape of your neck.







02

The Effortless MESSY UP-DO







Rock your curls by simply pulling to the nape area in a big messy bun and secure with pins. Leave some strands on each side for an effortlessly chic look.

03

The Boho CURLY BRAID



If you are late for work, no worries! This braid is really easy in a little as 5 minutes. Spray your hair with a little water. Apply some **Crème Oléo-Curl** on the tips. Then, twist three big strands of hair and wrap them together. Secure the end with hair band (see. Tools chapter).





K

K-Master [Kattia Solano]



Our curl expert, Kattia Solano

Kattia Solano has spent more than 20 years as a professional Stylist in New York and was recently named one of the top four Stylists in Manhattan, and the only woman on the list, by Allure magazine. Solano opened Butterfly Studio in 2001 and has since amassed a devoted following due to her knowledge of hair textures, insight into trends and pop culture, down-to-earth charisma and natural talent. Kattia Solano is the new Kérastase K-Master for the launch of Discipline Curl Idéal, making her skills and expertise available to curly-haired women everywhere.

What do you like the most about your job?

Kattia Solano: I've been very lucky to surround myself with wonderful people who I can share and express my art with. Making people feel better about themselves through beauty is a gift.

Are you personally proud of your curls? What do they say about you? Is it time for Curlism after Feminism?

KS: I love my curls, they make me feel unique. I'm lucky to have soft curls so I can style beachy waves or fuller bouncy curls. It gives me a defiant look. It makes me feel more bohemian and more exotic. Curls are one of a kind

Do you think curly-haired women are unique? What makes them so special?

KS: Yes, they are unique. They are not afraid to be different and express themselves. They have confidence and are usually very comfortable with who they are. The amazing thing about curls is that no curl is the same. Every hair shape is different and you can be as expressive as you want to be. Another incredible thing about curls is that they usually make someone look much younger.

Do you have a lot of curly-haired clients? What are their main concerns? Is it particularly difficult for a hairdresser to deal with curly hair?

KS: Yes I do just because I love working with different textures. The main issues are how to keep the curls smooth and feeling soft. I think some stylists get overwhelmed by the texture of curls. They only think about lines and angles. When you're working with curls, you have to see shapes and be very free about styling and cutting. You have to learn to work with the natural.



Kattia's best tip for curly girls: Moisture, moisture, moisture to keep vour curls smoother and shinier.



Cleansing Conditioner







Our inspiring muse

Linda Celeste Sims has been a core member of the famous Alvin Ailey Company since 1996. She began her dance training at the Ballet Hispanico School of Dance and is a graduate of LaGuardia High School of the Performing Arts. She won the Outstanding Performance at the 2014 New York Dance and Performance Awards ("The Bessies"). Today, she teaches classes around the world and is a certified Floor-Barre instructor. In 2016, she became the new Kérastase muse for the Discipline Curl Idéal line.

What does it mean to you to work for Kérastase and to endorse a beauty brand?

It's important because my hair is a huge part of my work. I've been dancing with Alvin Ailey for nearly 20 years and when I dance, I often use my hair to enhance the choreography. Being a part of this journey with Kérastase is a dream come true. Not only do I love the products, they are just gorgeous and they smell fantastic. For me, this is one more step in uniting dance and hair. Hair is a dance. It's a beautiful thing.

What part does hair play in your life?

It's funny, when I'm dancing and my hair is out, I do little extra things so my hair will flow with my body movements. Other dancers will say: "How do you keep your hair away from your face?" It's almost like you have to learn how to dance with your hair. I can't do the exact choreography when the hair sits in front of my face, so I do a little extra neck movement or an extra little whip so it dances with me. When I perform, people know my hair dances too. It's great!

How do you feel about having curly hair?

I'm very proud to have curly hair. Whenever I have my hair out and curly, I feel like my true self. I have to take care of it; it's a part of me.



In your opinion, is Discipline Curl Idéal changing the perception of curly hair?

Absolutely. When I started using the products, it was amazing how instantly the curls changed, how beautiful they stayed even after dancing. It almost feels as if I am making this up but I'm not. It's really true. Women with curly hair can be happy because there is something out there for us.

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Each face has its own beauty, and it's up to you to choose the haircut that will enhance it. According to the shape of your face, there are some general guidelines to follow. A haircut which suits your face will highlight your hair's beauty and your overall look. You can rejoice, our era allows for all the fantasy and imagination of current trends. Also, the fall of your curls is primarily defined by your haircut. But before taking the leap, don't forget to demand that your hairstylist use "piquetage" (or texturing), a technique which respects your curls and allows you to give them the shape you desire.

Curly Photo Booth

38



The Delicate ROUND



You might think that a round-shaped face is a disadvantage; you may now stand corrected. Faces which are as long as they are wide, are soft and allow for many different hairstyles. The ideal haircut is a short, curly bob. This cut frames your face while counter-balancing the curves of your cheeks with the movement of your curls.





According to hairstylists, it is the perfect shape: lucky you! (Quelle chance!) Your hairstyle should therefore not mask your face, but reveal it. You can allow yourself all styles, even short hairstyles. Choose a style which brings out your face, to highlight it's harmony; a short boy-cut, with short textured bangs (a short textured fringe) to contrast with your curls, a « wave effect » in the pure retro style, to frame your face.

The Determined SQUARE



Your face is square-shaped and you wish to give it a more feminine look. Choose a cut which is structured in its base; but not too defined in its overall look. Long haircuts are made for square-shaped faces. Curls worn the length of your hair allow for a certain softness, permitting you to mask a strong jaw line with rebellious curls, naturally toning down the volume around your face. A shoulder-length cut is ideal.

The Stately RECTANGLE



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Long and angular, this face resembles the square shape, but with pronounced length. Medium-length and long hairstyles suit you perfectly, as long as they allow soft wispy bangs, not structured bangs (not a structured fringe) to sweep your forehead. Volume and movement thanks to long, soft curls are the best bet for you.



Wearing bangs (a fringe) or side-swept bangs with your curls:

- -Avoid very short bangs (a very short fringe)
- -Mix just a touch of Curl Fever with Crème Oléo-Curl to define the movement desired, apply a small quantity with the tips of your fingers.
- -Curly and supple hair prefers long side-swept bangs or textured bangs, which are easier to wear. These are ideal when layered or worn to the side, allowing for a structured aspect while preserving the wild look of your curls.











How to sleep with curls without having a nightmare?

You're quietly reading under the covers... its the perfect moment to drop off to sleep... but you can't relax into your dreams. You're worried about the state of your curls after a good night's sleep. Relax, we have some tips to keep your curls from becoming a nightmare.



First of all, one piece of advice every curly woman should know: use a satin or silk pillowcase. This beauty tip already used by Elisabeth of Austria (Sisi) prevents hair friction, and therefore your curls from breaking. And don't forget, every modern curly-haired queen deserves a soft and shiny pillow to dream on.





OI

The sweet Dreams BUN for RELAXED CURLS

If you spent your night on the tiles but you're worrying about your curls when you go to bed, this fast and easy technique called the Pineapple bun will give you bouncy, defined curls in the morning with a few simple steps and a bungee band.





Flip your hair and make a very high ponytail.



Lift your head and roll the ponytail around the base.



Make a bun and fix it with a hair band. (see. Outils chapter)



Leave the bun in over night, release in the morning to captive your controlled curls.



02

The night TWIST for BOUNCY CURLS

This method is ideal for perfectionist women who want very bouncy curls when they wake up. With just a few buns, this simple technique can help you gain a lot of time in the morning.



Take a strand and twist.



With each twisted strand make a small knot at the base to create buns.



Repeat the first two steps 4-5 times.



The morning after, remove the buns and loosen the twists with your fingers.







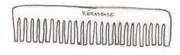


Tools must-have for curly hair

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Large DETANGLING COMB

To detangle your hair without breaking or relaxing the curls, always use a large detangling comb on wet hair. It's also the best way to spread your product everywhere.

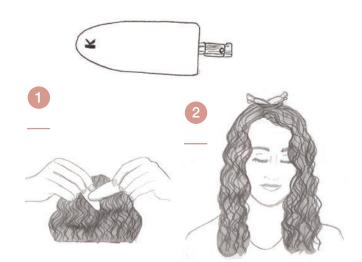




02

CLIPS

Our K-Master, Kattia Solano, puts them at the roots before drying your hair for best root lifting or to restyle your hair the next day.



Take two clips and cross them by your roots.

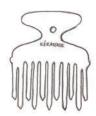
Repeat the operation along your hair-parting.



03

Double-RAW COMB

If you have curly hair, you shouldn't brush your hair when it is dry - except if you use a double-raw comb for rebrushing hair the next day. It allows you to reposition the curls, preserving their shape, without loosening them too much.







Push your roots up.

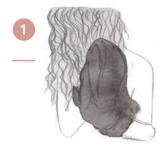
Give volume to the lenghts by pulling up the curls from downside very carefully.

04

Microfibre TOWEL

The microfibre towel is a key tool and helps reduce frictions of towel drying. Gently squeeze hair with the towel without rubbing so that you don't break your curls.







Remove water excess on the lengths and scrunch without mishaping the curls.

Dry on the roots.



05 DIFFUSER

The diffuser dries the curls with indirect heat, in order to control its volume and frizz. It diffuses the air from the hairdryer smoothly and evenly to ensure cohesion of the hair fibres. In short, the diffuser makes your curls very well-defined and bouncy.



06

JAW CLIP

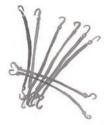
Use a jaw clip to keep sections of your hair out of the way while you are styling or even taking care of each of your curls individually.



07

BUNGEE BANDS

The most effective accessory for tying up your hair when you are doing a braid or a ponytail, without breaking your curls. It looks like a normal hair band fitted with little hooks.



08

BOBBY PINS

An essential pin for curly-haired girls in a hurry to look perfect. Choose pins that match your hair color. Insert them wavy-side down for best and invisible results.









Perms are back!

Perms are detaching themselves little by little from their marked association with the 80s look, and are making a comeback as a beauty trend that women are choosing to follow. Timidly at first, with the soft wave chosen by American actresses, this trend is now fully accepted and we see it paraded on the celebrity podiums. Nowadays, perms have a lower concentration of ammonia and allow women with straight hair to wear a light wave or a tight curl. With the right care treatment applied at the right time, your perm will last for several months without causing excessive damage to your hair. A perm is a delicate, but affordable and satisfying technique to obtain beautiful, well-defined curls full of bounce, if you respect the golden rules.

Before opting for a perm:

- Depending on your hair type and the perm you are requesting, you won't be able to exceed a certain amount of perm per year. Do not risk weakening your hair and ask your favorite hairdresser.
- Lightened, henna-treated, relaxed or fragile hair should steer clear of perm treatment. Always ask your hairdresser before; it will give you the perfect advice and recommendations...

In the days following your perm:

- After your visit to your hairstylist, do not wash your hair for 48 hours: Following a perm, your hair is very fragile and needs some time of rest so as to adapt to its new treatment.
- Do not use a comb in the first 48 hours: rather, use your fingers to style your curls. Once this time period has passed, use a large-toothed comb to avoid any breakage in the contour of your curls.
- Do not wear your hair tied up in a ponytail during the first few days: let your curls flow free to avoid any deformation, thus maintaining their shape #freeyourcurls

Everyday maintenance for your perm:

• With its sulfate and silicone free formula, the **Cleansing Conditioner Curl Idéal** will become the key partner for your permed hair:

Washing and nourishing gently, while reinforcing the feel of capillary fibres exposed to the chemical treatment. In order to reinforce the nourishing power of the **Cleansing Conditioner Curl Idéal**. let it sit for 2-3 minutes.

- To maintain and sculpt your curls every day, you can use the **Curl Idéal Mousse**, to add energy and tone whilst retaining a supple and soft fibre.
- To maintain and sculpt your curls every day, you can use the **Curl Idéal Mousse**, to add energy and tone while retaining a supple and soft fibre.
- Do not blow-dry your hair: choose instead air-drying or using a diffuser at a low setting (see chapter Drying). Always apply a hazelnut-sized dollop of Crème Oléo-Curl or an orange-sized amount of Curl Idéal Mousse for perfectlydefined curls.
- Finish your daily routine by applying few drops of **Elixir Ultime** on the lengths of your hair, to bring just a touch of shine and nourishment to your new hairstyle before leaving your home.
- Cut your hair every 4-5 weeks to conserve its beauty and refresh the tone of your curls
- Cover and protect your curls if exposed to the sun: UV rays can damage your permed hair. Wearing a swimming cap is essential to protect your hair from chlorine.











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How to dose your products?

When it comes to your curls and choosing the right quantity of product to apply, questions burst forth: « How much of this do I use? », « How much is a hazelnut-sized dollop? », « It says use a small amount, but my hair is long ... Is it the same then? » . How do you properly measure out your hair care product so you don't weigh down your hair, over-moisturize it or, on the contrary, use so little that the effect is disappointing? Without bringing out the kitchen scales there are a few tips to quickly and skillfully measure your product!

This whole question about quantity particularly concerns women with curly hair: their biggest problem for a long time was emptying a single bottle of conditioner in one week, while their shampoo bottles remained for months at a time.

Fortunately for them, no more compromise or waste is required thanks to the **Curl Ideal Cleansing Conditioner** which offers a perfect alternative to this major problem: a cleansing product without sulfates or silicones, which enrobes the hair fibres to reveal natural and contoured curls. Nevertheless, this is not the only step in sculpting and defining your curls; here are simple recommendations on the quantity of product to use for an optimal result (for medium-length hair).

Cleansing Conditioner Curl Idéal

Masque Curl Idéal Leave-in Crème Oléo-Curl

Mousse Curl Idéal























Step-by-step for a soft look with relaxed curls

Cascading curls, rounded and gleaming, frame her face, bringing to mind the madonnas of the great masters. Endless curls which gracefully stand the test of time. The young romantic woman with abundant curls holds her head high, does not hurry, and advances serenely toward her future. Her curls are the source of her strength and her calmness, her determination is built upon them.





Take some **Mousse Curl Idéal** and apply it on dry hair.



Use the diffuser.



Randomly select curls and tease the hair upward.



Take a small strand of hair from behind the ear and create a braid. Repeat on the other side.



Cross the braids on top of your head and pin them in place behind your opposite ear.



Mousse Curl Idéa

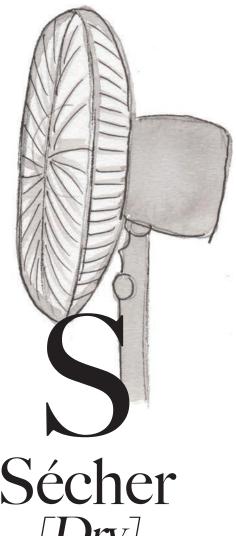


K-Tip from Kattia: redefine your curls in a natural way by also applying the mousse to dry hair.





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Sécher [Dry]



How to dry curly hair?

Your hair is shampooed, conditioned and detangled and you're proud to have completed the cleansing conditioner application like a pro! But now comes the crucial stage of drying. Particularly long and laborious, this last stage remains essential to the beauty of your curls. Worry no more: in this chapter you will find the key to a drying ritual adapted to your curls and your lifestyle.

OI

The DIFFUSER

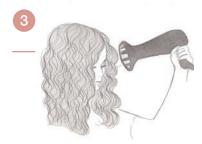
This is the favorite and must-have accessory for every curly-haired woman. The diffuser allows you to spread heat evenly while reducing the hairdryer's strength. Curls are then better maintained and keep their definition. When used upside down, the diffuser also gives more volume to your curls, while also reducing the frizz.



Remove the excess of water with the microfibre towel. Apply **Mousse Curl Idéal** on your wet lengths.



Dry your hair beginning at the roots using circular motions, always moving in the same direction.



Continue drying keeping the hair dryer at a 90° angle from scalp to give volume.



Finish by drying the ends.



The **Mousse Curl Idéal** contains natural holding agents that gives it a very smooth and treated touch.





02

The PLOP

The plop is a drying technique using a T-shirt that will shape your curls by keeping them well-defined after they dry.

Moreover, this technique, recommended by Kattia Solano, stops your hair frizzing because of frictions built up with "traditional" (but wrong) drying technique. For best results, you should use your most delicate cotton T-shirt.



Remove the excess of water with the microfibre towel and put some **Oléo-Curl** on your palms.



Put a T-shirt on a chair, the sleeves end closest to you.



Tie the shirt sleeves in a knot behind your head.



Apply it on wet hair to saturate your curls.



Place the bottom of the T-shirt at the nape of your neck.



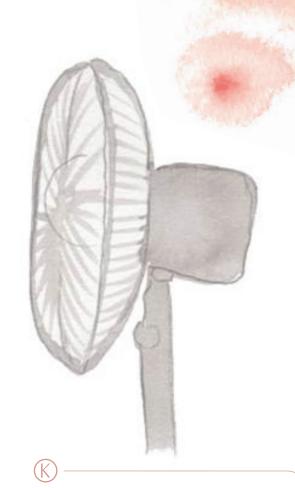
Tuck in any loose ends and tighten your knot until it feels secure.
Plop for 10-20 minutes then diffuse or let it dry naturally.



The air DRY

Letting your hair dry naturally is particularly good for curls. You can give your hair days off because too much heat can damage your curls: the heat opens your cuticles, adding frizz and removing natural shine, especially if you blow dry without a diffuser.

If you have time and want to let your hair feel free, go for a natural dry. Before you do, you should follow some golden rules for dry and beautiful curls.



- 1 Remove any excess water with the microfibre towel. See Outils chapter.
- 2 Apply a leave-in product like **Crème Oléo-Curl** or some **Mousse Curl Idéal** to bring moisture to your hair. It will protect your curls and reduce frizz while drying.
- **3** Go to work and watch your curls dry in the best possible way!





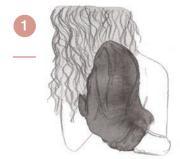


Step-by-step for bouncy and dynamic curls

The modern, vibrant woman lives life to the full and looks on the bright side of life. This real 21st century adventurer loves taking on challenges and discovering the world. Her curls follow, full of enthusiasm: whether pinned-up or flowing unrestricted.



5 MIN



Remove any excess water with the microfibre towel



Take some **Mousse Curl Idéal**. Apply it on towel dried hair.



Scrunch: Open and close your hand rapidly while moving it up and down.



Diffuse your hair starting from the tips.



Mousse Curl Idéal

(K)

Carefully remove excess water with a microfibre towel to remove any moisture that may weigh down your curls. Try not to loosen your curls too much.

59

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Step-by-step for sculpted and highly defined curls

She embraces perfection and her curls are endlessly elegant: the young ultra-sophisticated woman disciplines her curls as per her working-girl lifestyle. Sculpted and avant-garde, her curls are her favorite accessory. They confer an innate Parisian chic ("rive droite", of course!) notably seen on the ultra-sophisticated woman who gracefully strolls along the rue St Honoré.





Apply **Crème Oléo-Curl** to wet hair in sections and twist the curls around your finger to add definition.



Rake through curls using your hands to separate the curls.



Working from the back of the head, gather the longest strands and secure elastic at ends if longer.



Roll the ponytail under and secure at the nape of the neck.



Using fingers, expand the shape and spray into place using **Laque Couture**.



Crème Oléo-Curl







How to control volume?

Between you and your volume it's a bit of a struggle: "when you want me I'm gone, when you don't I'm right here!" You love volume, but, being versatile and capricious as it is, you never know what lengths it will go to. You wonder again and again, how can I have the freedom to choose the ideal volume?



OI

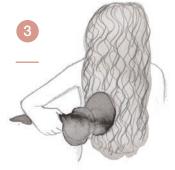
The flip-head DIFFUSER TO GET EXTRA-VOLUME



Dry it upside down so that the roots fall away from your scalp. Use the diffuser with the hair dryer set at speed 1 only.



Point the hair dryer at your roots to give your hair maximum volume.



Continue the process to the ends of your hair.



02

The root-caring method TO CONTROL THE VOLUME ON THE ROOTS



CARE ROUTINE. Take 4-6 pumps of Cleansing Conditioner Curl Idéal. (For more details, of Baigner).



Therefore apply Masque Curl Idéal then comb through.



Use a large detangling comb on your



Apply it to your roots. Rinse and style as usual.



Masque Curl Idéal

Applying the Masque Curl Idéal only on the roots, you will achieve a perfect roots control while keeping very bouncy and defined lenghts.



03

The tame your lengths METHOD TO CONTROL THE VOLUME ON TIPS













How to control your curls when you go to the Hamptons with your boyfriend?

Your partner suggests a romantic get-away, you are bursting with impatience and enthusiastically pack your bag. Chase away all worries about your curls with a few well-chosen products in your toiletries bag.

Your curls are your strength in seduction, go forth happy and confident to explore the 3 following places:

OI

Zen Ideal Under Cherry Blossoms

You can discover the country of Geishas and all the authenticity of its romanticism. Never fear the humidity, a few drops of **Crème Oléo-Curl** to stay zen and conserve the beauty of your curls as you stroll under the flowering cherry trees.

02

"L'amour À La Plage" (Love At The Beach)

You can recharge your batteries on the Atlantic coast. Breathe in the salty air, let your wind-tossed curls intertwine: we know exactly how to help you beautify this disarray. Take full advantage of the sunset, with your eyes looking deeply into those of your beloved, who will have eyes only for your wild and beautiful locks.

03

Princely Escapade On The Côte d'Azur:

You can become intoxicated by speed and freedom on the winding Mediterranean roads, enjoying them in a convertible. A silk scarf tied around your curls. Curls in the air, the world is yours, the sea at your feet, the sun straight ahead. Nothing should distract you from these exhilarating sensations.



The Ideal suitcase for the CURLY-HAIRED WOMAN



Black sunglasses



A pair of high-heels

You want to travel light, but surely not at the expense of your curls. Here is the must-have list to take with you, whether you're going away to NYC or to a desert island:

- Ocleansing Conditioner Curl Idéal (Travel Size)

Crème Oléo-Curl (Travel Size) or Mousse Curl Idéal

- Your Negligée
- Your Book Of Curls



A red lipstick



Your favorate flap bag





Sexy lingerie



A trench-coat



The silky scarf LOOK

Take your favorite silk scarf and wrap/style it around your head for a perfect look before a walk on the beach.





Take a section of hair near your left temple and twist it around your finger.



Finish the style by pinning the final sections of hair at the nape of your neck.



Continue twisting and pinning your hair across into mini buns.



Knot the scarf around the bun.







How to fight against all curls enemies?

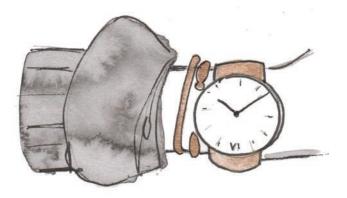
The moment of stepping outside is always tinged with apprehension. What will be the state of your curls after facing your « greatest enemies »? Natural enemies, of course ... but enemies nonetheless! Wind, humidity, the sea, rain or even wearing a helmet can breed chaos in your hairstyle. But certain care products and tips will allow you to face life in the open air with serenity and live in communion with nature without dreading it.

Lack of time

Our primordial enemy, inseparable from the life of each woman in all four corners of the world. We would love for each day to last 48 hours, yet this remains impossible. Waste no more time on your long laborious haircare routine. The **Cleansing Conditioner Curl Idéal** is the solution: no more waiting time and only half the time in your daily routine thanks to a product doubling-up as shampoo and conditioner. On top of that, as explained in the Sécher chapter, you need no longer fear airdrying your curls: under one condition, applying a bit of leave-in **Crème Oléo-Curl** to bring nourishment and definition.

Brushing your hair

Stop immediately if you are (struggling) to brush your beautiful natural curls. Curly hair should never be dry-brushed using a hairbrush, as its tightly placed bristles can break the natural shape of your curls. Instead, use a wide-toothed comb under the shower to avoid frizziness and to gently and respectfully disentangle your hair. If you need to reshape your style when your hair is dry, use a double-row comb (see Tools chapter).













Hats, bonnets and caps

Although very trendy, these accessories worn without care will flatten your curls and rob them of their natural bounce. To avoid this type of inconvenience, integrate the application of the **Masque Curl Idéal** to the roots of your hair into your routine, to ensure controlled volume even under your hat. In order to avoid frizzing when you remove your hat, spray a light coating of **Laque Couture** hairspray on the top of your head. Otherwise, opt for a tiara!

Rain and tropical climates

By nature, curly hair loses its sebum on the lengths which plays an important anti-humidity role. In fact, without it the hair fibres are porous. In contact with water, they become limp, allowing for ungraceful frizziness to appear. To face this natural enemy fearlessly, two infallible shields: a dollop of **Crème Oléo-Curl** or **Mousse Curl Idéal** applied before drying will create a waterproof barrier, and don't forget your most attractive umbrella before going out for a walk on the parisian streets.

The swimming pool

Chlorine and impurities in water are the enemy for all types of hair. It causes color to fade and can damage hair's natural structure. Remember to systematically use a swimming-cap, preferably with a vintage look to maintain your style and confidence near the water. Nevertheless, feel completely free to run for a swim in the ocean: salt water textures your curls and guarantees a beautiful effect after the beach while having a candlelight dinner with your lover.













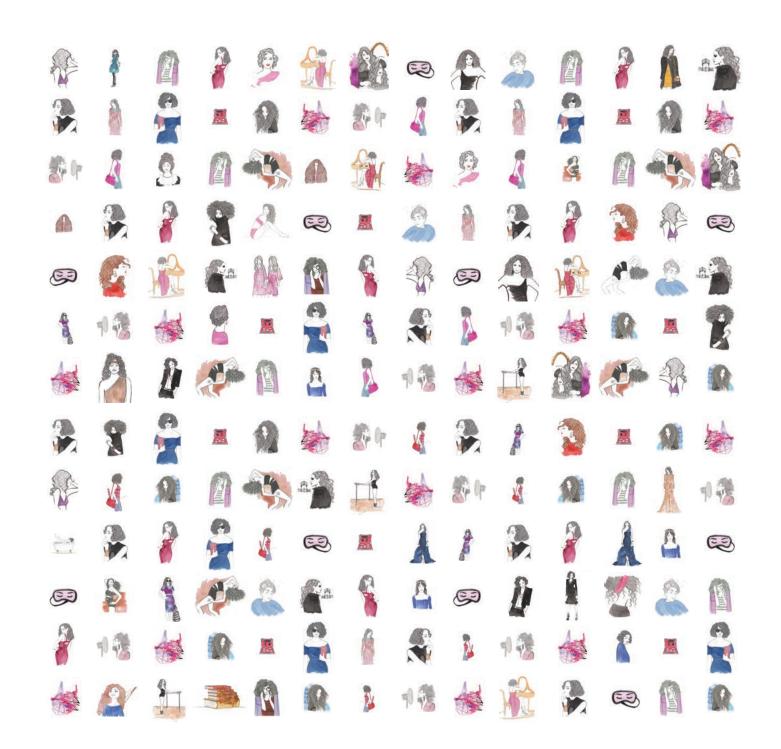


the Kérastase Book of CURLS

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