

KÉRASTASE  
PARIS



*The Couture*  
**BOOK** *of*  
**BLOWDRY**

| WOMAN - 10 LOOKS

For those who have felt uninspired and stuck in a style rut.

For those who saw a blow dryer and cringed.

For those who dreamed of curls, twists and waves and thought it was all impossible.

For the rebels, bohemians and redneckresses in all of us.

Here to shape, reshape and style again.

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LET YOURSELF BE TRANSFORMED BY STYLE.  
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REVERIE AND SPLENDOR  
ABOUND IN SPIRITED,  
BOHEMIAN CURLS THAT  
ARE INNOCENT AND COY.

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CHAPTER 01

# La Bohême

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ENTICING  
AND FASCINATING

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How to get the look:?

- Step 01: Take a nut-like amount of Mousse Curl Ideal and apply to lengths
- Step 02: Used a small barretted curling rod, create tight curls around the head.
- Step 03: Alternate the directions towards and away from the face.
- Step 04: Using fingertips, massage the roots to create volume at the scalp.

SCULPTURAL CURLS  
BRUSHED OUT TO CREATE  
BOUNTIFUL TEXTURE.

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CHAPTER 02

# La Sensuelle

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GRACE  
AND FEMININITY

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How to get the look?

Step 01: Apply Oleo Curl Crème on to the mid length and ends to create fuller curl for anti-frizz .

Step 02: Smoothen the hair with a hair dryer.

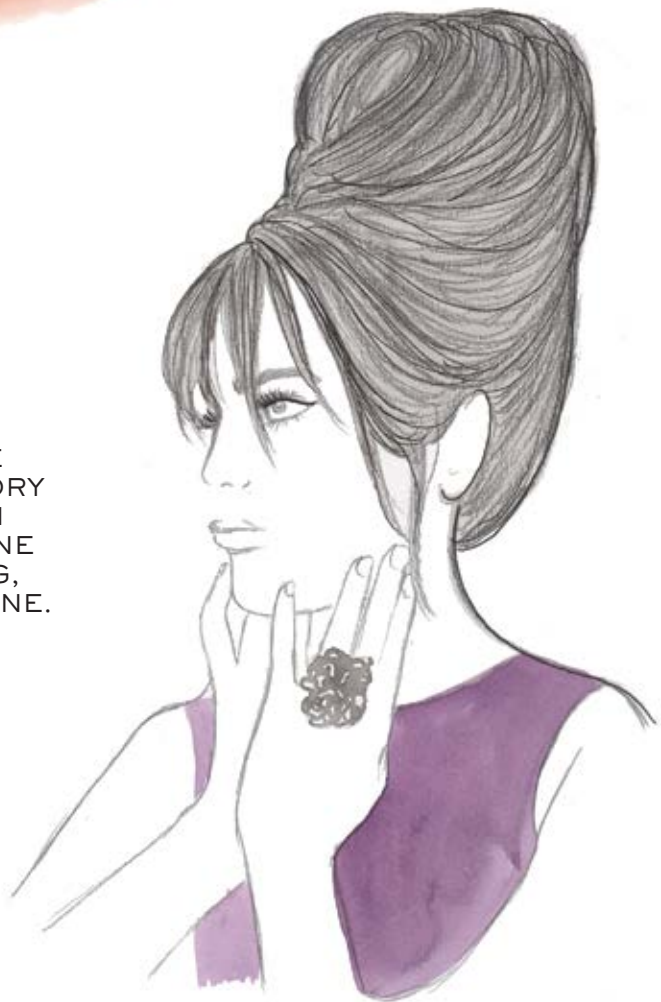
Step 03: Create a side part, wrap the hair with a medium curling iron.

Step 04: Taking horizontal sections wrap hair with medium curling iron , alternate the direction of the curl.

Step 05: Curl the entire head.

A VERITABLE  
CROWNING GLORY  
LOADED WITH  
SPLENDID SHINE  
FOR A DARING,  
STATUESQUE LINE.

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CHAPTER 03

# La Flam- boyante

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AVANT-GARDE  
AND BOLD

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How to get the look?

Step 01: Separate the hair into half from ear to ear.

Step 02: With teaser brush, back comb the entire back section.

Step 03: Twist hair together into a knot and pin on to the top of the head.

Step 04: Release the front section, lightly back comb.

Step 05: Lightly smoothen out entire front section, still directing hair upwards.

Step 06: Gather ends, turn them under and pin to the previous knot.

HIGH- GLOSS SOPHISTICATION  
WITH A HINT OF OLD  
HOLLYWOOD GLAM.

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CHAPTER 04

# L'Intemporelle

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ETERNALLY  
ON POINT

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How to get the look ?

Step 01: Blow - dry the entire head smooth with extra- large round brush.

Step 02: Once dry, section the top of the head and secure.

Step 03: Tied a lost braid at the back, roll the braid up and under, secure with a pin in the nape.

Step 04: Release the top and create a side parting, wrap the entire section with medium curling iron.

Step 05: Smooth the top section out and over the bottom section.

EFFORTLESS AND  
WHIMSICAL, AND UP-DO  
WITH TEXTURE FOR A FRESH  
AND FEMININE LOOK

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CHAPTER 05

# La Roman- tique

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CEASELESSLY CURIOUS  
AND INSPIRING

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How to get the look?

Step 01: Divide hair front to back, secure the top section.

Step 02: On the bottom section, back-comb the first 7 cm of hair, directing the hair off the back of the head.

Step 03: Twist a hair together off the back of the head and start directing downwards until it creates a seam at the nape of your neck.

Step 04: Secure with pins.



LIBERATED AND  
VOLUMINOUS HIGH- END LIFT  
WITH CAUSAL MOVEMENT

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CHAPTER 06

# L'Impulsive

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LIBERATED  
AND UNADULTERATED

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How to get the look?

Step 01: Apply Oleo Curl Creme to create the perfect curl.

Step 02: Separate the hair front to back, and from top to sides.

Step 03: Apply Keratine Thermique before proceeding to blow-dry each section upwards at the roots.

Step 04: Curl each section with a round brush.



SMOOTH MOVEMENT  
SHAPE THIS SCULPTED  
APPROACH TO MODERN  
SOPHISTICATION.

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CHAPTER 07

# L'Enigmatique

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ENTICING  
AND FASCINATING

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How to get the look ?

Step 01: Apply Olco Curl Creme for a smooth hair touch.

Step 02: Divide the back of hair and half.

Step 03: Using a extra large round brush, blow- dry the hair towards the face.

Step 04: Using the round brush, blow-dry the fringe up and away the face.

HIGH- SHINE, PIN-  
STRAIGHT STRANDS CUT  
IN A STRONG LINE FOR AN  
IMPACTFUL LOOK.

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CHAPTER 08

# L'Ambi- tieuse

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DETERMINED  
AND POWERFUL

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How to get the look?

Step 01: Apply Necture Thermique for a smooth hair touch.

Step 02: Section your hair, Blow-dry the hair downwards.

Step 03: Flat iron each strands to the ends, then gently brush the hair.

A HARD FRINGE WITH  
RICHLY TEXTURED WAVES  
FOR A DARING FEMININE  
LOOK.

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CHAPTER 09

La Re-  
belle

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IRREVERENTLY  
COOL

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How to get the hair?

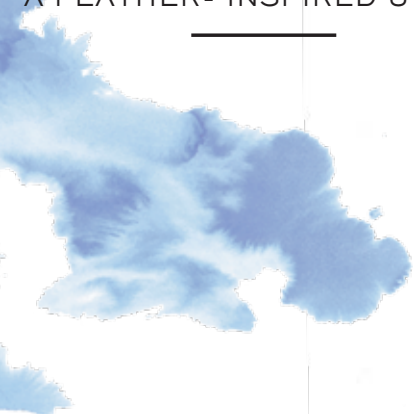
Step 01: Apply Spray Fluidissime to towel-dried hair.

Step 02: Blow-dry hair downwards.

Step 03: Used flat iron to creates bevels and bends in the hair on the mid lengths.

GRAPHIC AND SHARP  
A SLICKED BACK WITH  
A PONYTAIL WHIPPED INTO  
A FEATHER- INSPIRED UP-DO.

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IC CHAPTER

# L'Audacieuse

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MORE THAN A LITTLE  
PROVOCATIVE

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How to get the look ?

Step 01: Flip the head upside down to blow-dry.

Step 02: Secure your hair into a high ponytail on top of the head.

Step 03: Divide the ponytail into half.

Step 04: Take the right half and curl up and over the top of a 2" curling iron with the tail hanging to the left.

Step 05: Secure the hair with pins

Step 06: Be sure to leave out 3" on the ends and flat iron straight.

Introducing

AnjaRubik

*for*

Visions  
Style *of*







*Who*  
DO YOU WANT TO BE TODAY?  
1 WOMAN 10 LOOKS





# KÉRASTASE

PARIS



KerastaseSingapore



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#KBLOWDRY