

KÉRASTASE

PARIS

VERY PERSONAL CARE FOR EXCEPTIONAL HAIR



BESPOKE

*French*

BLOW OUT



# Kérastase Bespoke French Blow Out

This year, we proudly introduce a new gesture to finish the Kérastase Ritual: the signature Kérastase Bespoke French Blow Out.

The Kérastase Bespoke French Blow Out leaves the hair voluminous, shiny and frizz-free. Experience sublime hair transformation only at certified Kérastase salons.



DIRECTOR OF  
SALON VIM



This year, Kérastase is very happy to collaborate with the Director of Salon Vim, John Tham, to come up with Kérastase Bespoke French Blow Out. We have designed 3 blowouts suited for the modern Singaporean woman. Get blown away now and experience voluminous, shiny hair everyday.

With 13 years of experience in the hair industry, John has been actively involved in major hair shows, including L'Oréal Professionnel hair show, Audi fashion week and Victoria Beckham runway show in Singapore Fashion Week 2015. He has also been featured as the hair expert in Her World, Female, Harper's Bazaar, and Women's Weekly, among others to give tips and advices to Singaporean women.

John  
tham



# Sensual

Step by Step



1

Prepare the hair with Mousse Curl Idéal and blow dry.



2

Kérastase Signature Gesture: Smoothen out the frizz with a bristle brush and hairdryer blown following the shape of the head.



3

Open "runway section".

4

Use 28mm size hot curling at temperature 160–180 degrees. Taking vertical sections, curl hair inwards, away from the face and glide through the ends (about an inch for a more natural look). Repeat this process until you finished all the sections. Use comb to control the direction of the curls. Use Crème Oléo-Curl to define the hair (alternatively, you may apply hair masque on hair ends while keeping the curls in place).

LOOK 02

# Timeless

Step by Step



1 | Spray hair with water and apply Mousse Curl Idéal.



4 | Blow dry the hair with brushes and switch with rollers to let it set. Repeat with every section.



2 | **Kérastase Signature Gesture:** Smoothen out the frizz with a bristle brush and hairdryer blown following the shape of the head.



5 | Remove rollers starting from nape area and use a wide comb to control the wave and use finger waving pin to hold. Work towards the top of the head and blend into the rest of the hair.



3 | Open "runway section".



6 | Use hairspray lightly on each section (Tips: do not overuse hairspray because you won't be able to adjust the waves should you make a mistake). Repeat the process until complete.



LOOK 03

# Rebel

Step by Step



1 Prepare the hair with Mousse Curl Idéal and blow dry.



3 Braid the hair into 3 sections. Use flat iron to go over the braids (for rock look, bend the hair ends). Leave the hair to set for a couple of minutes.



2 Open "runway section".



4 Release the braids. Apply Crème Oléo-Curl and adjust the hair to contour the face.

# 10 Tools of

# BLOWDRY



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## Tail Comb

Use this comb to separate hair neatly. You can use it after straightening your hair to avoid knots.



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## Round Brush

Use a round brush to create volume and waves while blowdrying. Wrap your hair around it to the roots and use the cool button on your blow-dryer.



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## Teasing Brush

The perfect tool to backcomb without creating knots. Use it for more volume.



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## Blowdryer

It is essential to have a good blowdryer, if possible with a cool-shot button to set styles.



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## Diffuser

It's attachable to your blowdryer and it disperses the air flow to a larger area. It's perfect for curls.



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## Rollers

Use them for wide, natural and glamorous curls. Put them in your hair, blowdry and let it cool off before removing.



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## Open Pins

These are perfect for updos to secure and tighten. Squeeze them a bit when inserting for more hold.



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## Bobby Pins

The essential pin, you can use them on any style to secure it. Choose pins that match your hair color. The trick is to insert them wavy side down.



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## Flat Iron

It is the essential tool to straighten your hair, make it smooth and sleek. Twist it to obtain nice curls.



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## Bristle Brush

Use it to smoothe hair, detangle curls.

# KÉRASTASE

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