



KEUNE 

FORMING

STRAIGHTENING,
VOLUME & CURL

Transform textures

Experience Keune's new generation of permanents. Let Keune's Keratin range help you make hairstyle and texture dreams come true. With healing keratin conditioning.

KERATIN STRAIGHTENING

For straight, smooth and frizz-free hair.

KERATIN VOLUME

Gives breathtaking volume.

KERATIN CURL

Creates beautiful, full curls.

HEALING KERATIN

Our products contain active keratin, hair's main building block. Keune Keratin Forming products penetrate deep into the hair to make it stronger. The treatments change the hair structure, while the added keratin helps condition and strengthen hair. This gives hair a soft, healthy new structure, straight, volumised or curly.



Straightening

KERATIN STRAIGHTENING REBONDING SYSTEM

A simple, two-step straightening treatment that transforms hair into sleek, polished tresses that last. For fine to slightly coarse hair types. Available in two strengths.



Volume

KERATIN VOLUME ROOT BOOSTER GEL

Lifts and gives long-lasting volume at the roots for perfect fullness, body and shine.



Curl

KERATIN CURL

A perm treatment infused with keratin. Has low alkalinity levels to strengthen hair and leave it curly, bouncy and beautifully shiny. Comes in three different formulas for different hair types.



Care

KERATIN CURL PRE-POST CARE

Pre-perm and volumizing treatment that helps balance any porosity. The leave-in curl booster deeply conditions and defines natural or permed curls.



STRAIGHTENING

Keratin Straightening

Straight styles for months.

Keune Keratin Straightening Rebonding System is the next-gen straightener that delivers. Achieve effortless straight hair - it's as easy as 1-2-3.

Keune Keratin Straightening Rebonding System is perfect for people with curly or frizzy hair who want long-lasting, manageable straight locks. This highly effective treatment transforms hair into sleek, polished tresses that can be enjoyed for months.

Keratin Straightening Rebonding System is 100% formaldehyde-free and enriched with keratin and silk protein.

Keratin Straightening

SAFELY REDUCE

The rebonding elements in the Straightening Cream formula carefully cleave the hair bonds, while keratin, the hair's most important protein, enters the strands and repairs damaged areas. There are two formulas to choose from based on hair type. Normal for natural to resistant hair and strong for resistant to very resistant hair. Here's how to complete the first step of the treatment:

STEP 1 SAFELY REDUCE
Apply Straightening Cream on the sections.
The processing time is 25 minutes max, including application.
Rinse thoroughly with warm water and blow-dry the hair.

SAFELY RESHAPE

Oil conditioners leave a protective layer, protecting hair from the hot straightening iron. Here's how to complete the second step of the treatment:

STEP 2 SAFELY RESHAPE
Straighten the hair with a straightening iron.
Apply the Neutralization Cream to the hair.
Allow the cream to process for five minutes.
Rinse thoroughly with warm water, towel-dry and style as desired

Et voilà! Shiny and silky straight hair is yours to enjoy. The result lasts up to five months.

BIG RESULTS THAT LAST

- Perfectly manageable and straight, polished hair, every time.
- Hair is straight and soft for up to five months.

Single use



Pack Normal 2 x 100ml - 3.4 FL.OZ
Pack Strong 2 x 100ml - 3.4 FL.OZ

Multi-use



Straightening Cream Normal 400ml - 13.5 FL.OZ
Straightening Cream Strong 400ml - 13.5 FL.OZ
Neutralization Cream 400ml - 13.5 FL.OZ



VOLUME

Keratin Volume

Bring fine, limp hair to life.

The ultimate volume boost – with great shine. Keune Keratin Volume is the perfect solution for fine hair that lacks body and volume. This treatment helps boost short hairstyles, create special effects, support new hairstyles and refresh regrowth.

Keratin Volume is ideal for:

- Creating lasting volume at the roots.
- Strengthening and moisturizing.



1



2



3



4

OUR RANGE

ALL HAIR TYPES

STEP 1 PRE-TREATMENT	Equalizes hair by filling gaps in porosity and protects hair during the treatment.
STEP 2 KERATIN ROOT BOOST	Apply Keratin Root Boost for volume.
STEP 3 NEUTRALIZER	Apply neutralizer, using either ready-to-use (bottle 120 ml) or concentrate (bottle 1000 ml, mix 1:1).
STEP 4 AFTER PERM CONDITIONER	Weightless conditioner that adds softness and defines volume.



CURL

Keratin Curl

Create glamorous hair with bouncy curls

Women love the versatility of volume, especially cascading curls and free-flowing waves. Keune Keratin Curl permanent treatment gives you the power to create long-lasting curls and waves. The pleasant fragrance of Keratin Curl changes everything you remember about an old-fashioned perm!

Keratin Curl is ideal for:

- Strengthening hair structure
- Adding brilliant shine
- Creating natural styling opportunities



OUR RANGE

THICK HAIR

NORMAL HAIR

COLORED HAIR

STEP 1 PRE-TREATMENT	Equalizes hair by filling gaps in porosity and protects hair during the treatment.		
STEP 2 CURL LOTION	Curl Lotion 0	Curl Lotion 1	Curl Lotion 2
STEP 3 NEUTRALIZER	Apply neutralizer, using either ready-to-use (bottle 120 ml) or concentrate (bottle 1000 ml, mix 1:1).		
STEP 4 AFTER PERM CONDITIONER	Weightless conditioner that adds softness and defines curls.		



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