

KÉRASTASE  
PARIS



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

1 WOMAN - 10 LOOKS  
40 STYLES



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

For those who saw a blowdryer and cringed.

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

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

Date to shape, reshape and style again.

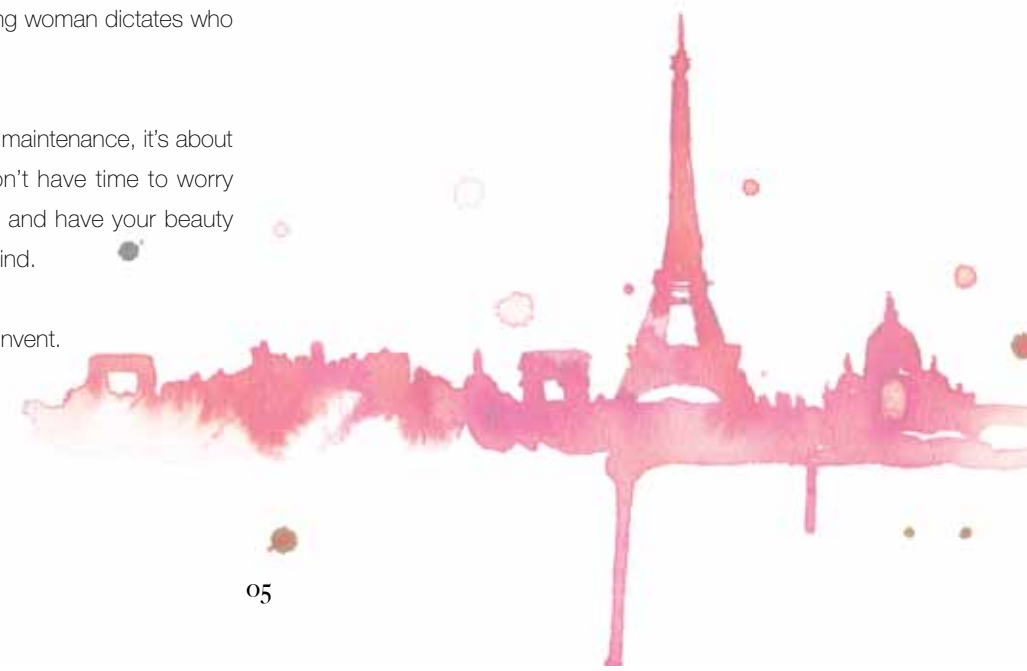
Be incorrigable.

# In every moment, a new dream

**F**rida Khalo painted 55 self-portraits with 42 different hairstyles, Cleopatra wore a different hairstyle for each task, and then there's Madonna... An intriguing woman dictates who she is minute by minute, day after day.

**A** blowout isn't about restriction and maintenance, it's about liberation and inspiration. You don't have time to worry about preserving your style. Go ahead and have your beauty sleep, wear a fabulous hat, kiss in the wind.

Let yourself be transformed by style. Reinvent.  
1 woman, 10 looks, 40 styles.



# 10 Essential Blowdry terms

- ① **Blowdry vs. blowout:**  
You've probably heard both terms, but what's the difference between a blowout and a blowdry? Well, you blowdry your hair to get a blowout. Blowdry is the action to get the look and blowout is the final result.
- ② **Rough blowdry:**  
This is the preparatory blowdry that is done to get the hair 80% dry in order to start the real blowdry.
- ③ **Scrunch dry:**  
This a technique for drying your hair that gives it extra texture. Using a diffuser, point the hairdryer up from below and scrunch or squeeze your hair with your free hand.
- ④ **Dampness balance:**  
You want hair to be between 80% to 90% dry when you blowdry it. A uniform blowout requires hair that is equally damp from ear to ear. Don't be afraid to remoisten hair that has dried out while you were working on another section.
- ⑤ **Sectioning:**  
Sectioning your hair means focusing on a particular area of hair by ignoring the rest. Choose a panel of hair to work on and pin the rest out of the way.

- ⑥ **Heat protectant:**  
This is a product that protects your hair from heat styling. L'Incrovable Blowdry has protection up to 450° F.
- ⑦ **Bevel:**  
A bend or semi-curl in your hair created with heat styling tools. You can bevel the ends of your hair out to create flicks or under to create a bob.
- ⑧ **Smoothing:**  
This means blowdrying your hair straight from root to tip in order to give it the softest touch and greatest shine. This is accomplished by flattening the hair cuticle to reflect the most amount of light.
- ⑨ **Ionization:**  
You may have seen 'ionic' labeled on the side of your hair-dryer. Ionizing hairdryers allow for faster hair drying that leaves less frizz and damage by emitting negative ions that cause water molecules to divide into smaller particles that evaporate faster.
- ⑩ **Wattage:**  
The amount of wattage your will require out of your hair dryer will depend on your hair type. Thin or damaged hair needs a minimum of 1,200 to 1,500 watts of air speed. Medium hair can use any range of power depending on the style desired. Thick hair needs at least 1,800 watts.

# 10 Tools of BLOWDRY



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



**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.



**Teasing brush :** The perfect tool to backcomb without creating knots. Use it for more volume.



**Blowdryer :** It is essential to have a good blow-dryer, if possible with a cool-shot button to set styles.



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



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



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



**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.



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



**Bristle brush :** Use it to smoothe hair, detangle curls.

# 10 Commandments of Blowdry

## ① Care before you dare.

The health of your hair will directly effect the quality of your look. Make sure you are using shampoos and conditioners that are adapted to your hair.

## ② Assess your accessories.

Like any true art form, there are specific tools for precise results. Know when to use your round brush and when you need a paddle brush.

## ③ Vegetables before dessert.

Start with the most difficult areas and work your way to the easier sections. This will help keep a constant quality level and a uniform blowout.



## ④ Practice, practice, practice.

No one was born with a blowdrier in one hand and a round brush in the other. Nailing your look will take time. That's why L'Incredyable Blowdry is so wonderful. Its repositionability means you can make mistakes and restyle them without reapplying or having to wash the errors out.

## ⑤ Always apply a heat protectant.

Too much heat can cause damage, but make sure you apply a styling product that gives your hair at least 450°F protection, like L'Incredyable Blowdry.

## ⑥ Know your flow.

For traditional blowouts with great polish, be sure to blowdry your hair in the direction in grows. This insures you lay the cuticle down and boost the health and shine of your hair. For volume, blow it against the grain.

## ⑦ What's your type?

Thin and fine hair should set the air stream to low. Otherwise, you may end up with tangles in your hair. Thicker hair will take longer to dry and can accept more power wattage from your hairdrier.



## ⑧ Cold shot.

After completing your blowdry, briefly give your mane a jet of cold air. This cooling closes the cuticles to give more shine and gives your hair more elasticity.

## ⑨ Be Iconic, use Ionic.

Always use ionic heat tools which neutralize ions to make drying faster, easier blowdries and gives extra shine to your hair.

## ⑩ No bathroom blowdry.

Humidity causes frizz and can effect the look and feel of your blowdry. After your shower, move your blowdry to another room to insure the most structural looks.

# *the* Kérastase touch

When it comes to styling our hair, we all want the same thing: hair that holds the shape we want yet doesn't feel dry, crunchy or stiff. In short, what we all seek is styling that leaves hair feeling as sublime as after the most luxurious hair-care protocols. Fulfilling this mission is the core of each product of the Couture Styling range. Striking a balance between the exquisite hair quality and unquestionably potent styling power – this is what we call the Kérastase Touch. After all, true luxury is never having to compromise.



## Mousse Bouffante :

A Luxuriously opulent mousse that swells hair into voluptuous forms without stickiness or a wet effect. Your hair is glossy, voluminous.



## Spray à Porter :

Sea-kissed waves without the dreaded crunch. No more love-hate relationship, the definition of a salt spray yet hair that feels cosmetic.



## Matérialiste :

An all-over thickening gel that instantly expands the diameter of each hair fibre so that hair is immediately visibly thicker, soft to the touch and easy to work.



## V.I.P Volume In Powder :

Go from flat to fab with a mere spray of this volumizing texturizing powder. Get all the volume you dream of without unwanted mattiness and stiffness with VIP's balance of powder and micro-fine diffusion.



## Laque Couture :

For a medium hold to set a style and give shine, this is your essential. Goodbye crunchy old school hair, indulge in smooth yet holding styles.



## Laque Noire :

For extra strong hold, go for gold as a finishing touch. Holding shapes, fighting frizz without the sticky effect, all you can ask for in hair spray.

# L'Incroyable Blowdry

## INTRODUCING L'INCROYABLE BLOWDRY MIRACLE RESHAPABLE HEAT LOTION

There was a time when if you made a mistake while styling, you had to wash out your error and start again. There was a time before 450° F heat protection and 96 hours of anti-frizz. There was a time before L'Incroyable Blowdry.

## L'Incroyable Blowdry Miracle reshapable heat lotion



L'Incroyable Blowdry's exclusive technology consists of miracle micro-waxes that melt when heated to set and re-set shapes & styles while protecting hair from heat. This repositionability allows for error-proof styling, easy touch-ups and full style changes without reapplying.

# 10 blowdry Questions



- 1 Is my hair as healthy as it could be?**  
Nothing determines the quality of your hairstyle like the hair material used to create it. That is why our first commandment of blowdries is all about health. Ask your hair stylist for a customized hair diagnosis.
- 2 How will it look good on me?**  
Any woman can have any look, but it must be adapted to their specific features. Ask how your desired look can be customized to accentuate your hair, face shape and personality.
- 3 What, where?**  
It's not enough to know just what product to use, but where to use it and how much of it to use. Ask your stylist especially about the roots versus the ends.



- 4 Direct me**  
Ask your stylist which way they are directing their brushes and the flow of the hairdryer and why. Different diffusions are used to achieve different looks.
- 5 Can you show me on me?**  
Have your stylist do part of the styling and then instruct you to do it on yourself. This way you can avoid wasting time teaching yourself at home
- 6 How can I preserve this style?**  
Ask your stylist about ways to preserve your blowout they just created on you. This could be satin pillows or tips for touch ups.

- 7 Can you prescribe me a routine?**  
Give your hairstylists an honest assessment of your hair routine and ask what styles, products and evolutions they would do if they were you with your blowout and your schedule. Ask your stylists what they would do with your blowout on day 2, 3 and 4. Don't forget that L'Incredible Blowdry can be reactivate with heat to create new styles.
- 8 Can you style my mood?**  
This is the age of now. From social media to sur-mesure there's no good reason to not express yourself. Tell your hairstylist if you need a look you can dance in or one to seduce with.
- 9 Can you style my style?**  
We match our earrings and bracelets to our dresses and shoes, why shouldn't our hair be as transformable? Wear your planned outfit or show a picture of yourself in it and get a tailored hairstyle.
- 10 Marry me?**  
Just as every great meal should be paired with an excellent wine, your social life should be linked to your hairstyle. Tell your hairstyles before you even sit down what occasions are coming up. This will help them think about your style, routine and style extensions.

TABLE OF CONTENTS

LET YOURSELF BE TRANSFORMED BY STYLE.  
1 WOMAN, 10 LOOKS, 40 STYLES



CHAPTER 01  
*La Bohème*

4 days of styles



CHAPTER 02  
*La Sensuelle*

4 days of styles



CHAPTER 03  
*La Flamboyante*

4 days of styles



CHAPTER 04  
*L'Intemporelle*

4 days of styles



CHAPTER 05  
*La Romantique*

4 days of styles

TABLE OF CONTENTS

LET YOURSELF BE TRANSFORMED BY STYLE.  
1 WOMAN, 10 LOOKS, 40 STYLES



CHAPTER 06  
*L'Impulsive*

4 days of styles



CHAPTER 07  
*L'Enigmatique*

4 days of styles



CHAPTER 08  
*L'Ambitieuse*

4 days of styles



CHAPTER 09  
*La Rebelle*

4 days of styles



CHAPTER 10  
*L'Audacieuse*

4 days of styles





CHAPTER 01

# La Bohême

ECLECTIC YET  
CLASSIC

Whimsical looks that can be worn for any occasion.

Bohemian used to mean destitute poverty and too many scarves. Now, it's a high-style statement spotted everywhere from cocktail bars to Coachella. The key to being a modern, chic Bobo is balance. How do you do this beloved look without overdoing it?

# 10 ways to be a Bobo without being BO-RING

- 1** | **There are four major ways a Bobo wears a scarf:** around her neck, for a headwrap, on her purse and as a belt. They are all amazing, but not all at the same time.
- 2** | **Don't top a beautiful Bobo outfit with a head of frizz.** Smooth down the tresses a bit. Sometimes looking effortless takes some effort.
- 3** | **Don't be afraid to appreciate things the way they are.** Not everything needs to be a revolution.
- 4** | **Bobos are notorious for being self-absorbed.** Break the stereotype and lavish those around you with affection.



- 5** | **A Bobo's best friend is her muse.** Wrap your hair in a side pony and get down to some painting or sculpting. Skill doesn't matter so much as inspiration.
- 6** | **The modern Bobo is in deep love with the looks of the '60s and '70s.** Find elegant vintage pieces and balance them with chic modern elements.
- 7** | **A good Bobo absorbs more than just attention online.** Listen to your blogger friends who have the inside scoop on the latest trends.
- 8** | **Nobody said a Bobo can't be a boss.** Use your incredible creativity to get ahead in the corporate world, not to hide in an underground scene.
- 9** | **Keep your hair and clothes light, layered and full of movement.** Too much flowing fabric and hippie hair can make a Bobo look swallowed up.
- 10** | **Bobos are creatures of color.** However, a balanced Bobo starts with a natural base color before building on it with something more exciting.



Day 01

# La Bohême

REVERIE AND SPLENDOR  
ABOUND IN SPIRITED,  
BOHEMIAN CURLS THAT  
ARE INNOCENT AND COY.



①



Apply 2 pumps of **L'Incrovable Blowdry** into your palms and apply onto towel dried hair from the mid-lengths and ends.

②



Blowdry the hair smooth using the Deluxe Paddle Brush.

③



Using a small barreled curling iron, create tight curls all around the head. Alternate the direction, towards and away from the face.

④



Work up and around the head in parallel sections until reaching the crown.

⑤



Using your fingertips, massage the roots to create volume at the scalp.

⑥



To create definition, apply **Baume Double Je** to select pieces and define using your fingertips.



## What you will need



See tomorrow's incroyable style evolution on the next page

Day 02

# the Coachella TOP-KNOT

A CALIFORNIA CLASSIC  
WORKS ON RUNWAYS  
AROUND THE WORLD.



①



Mist hair liberally, with **Spray-à-Porter**. Using a blowdryer diffuser attachment, gently scrunch sections while drying to Reactivate curls.

②



Separate hair into 2 sections, front and Back, using your ears as a guide. Divide the front section into two equal subsections. Twist strands and coil hair into an imperfect bun.

③



Secure the bun with pins, leaving the ends out in the back for an organic look. Define curls using fingertips and **Baume Double Je**.

④



Lightly mist with **Laque Couture** to Shape hair and provide buidable hold.



What you will need



Day 03

# the Floral & FLOWING

BALANCE A LIBERATED  
LOOK WITH SCULPTURAL  
DETERMINATION.



①



Brush trough with a boar bristle brush  
In sections.

②



Create a side with one "light" and one  
"heavy" side. On the "heavy side" brush  
hairback, starting from the front hairline,  
away from your face and encourage  
waves by "pushing" hair into place.



What you will need



Bristle  
Brush

Laque  
Couture

Blowdryer

③



On the "light side" Comb hair back, away from  
the face and place a barrette, hair ornament  
or flower just behind your ear to hold it tight.

④



Use **Laque Couture** and a comb to  
Detail waves and create soft, touchable,  
moveable hold.

Day 04

# the Bobo PONY

A VOLUMINOUS  
TAKE ON THE CLASSIC  
PONYTAIL.



①



Remove the flower from your hair and gather all your hair together.

②



Bring your hair to the side opposite your part and create a side ponytail. Secure with an elastic band close to the head.

③



Rake your fingers through curls using **Elixir Ultime** to create shine and separation.



What you will need



Elixir  
Ultime



Blowdryer



CHAPTER 02

# La Sensuelle

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GRACE  
AND FEMININITY

---

Sophisticatedly stirring looks.

*Drageur* is a French term for a tactless admirer, a graceless flirt. When you go out as La Sensuelle, you're going to get a lot of attention, some of it unwanted. It is important to know how to handle a *drageur* with the poise and elegance befitting your hairstyle.

# 10 ways to stop a DRAGEUR



- 1 | Be friendly, but only to a point.** A Sensuelle asks the drageur to stop flirting since they are such good friends and she wouldn't want to change that.
- 2 | The Sensuelle isn't friendly to those who are not friends.** She stops them mid-sentence with a simple "sorry sweetheart" and turns the other way.
- 3 | There is always the option to flirt** with someone else in front of the *drageur*, a diversion tactic that clearly demonstrates her disinterest.
- 4 | A Sensuelle uses her best accessory, her hair,** to flirt and to divert. She hides behind her curtain of curls to avoid eye contact, then flips her head to set her sights elsewhere.

- 5 | Show deep disapproval for the drageur's taste in fashion,** drink or topic of conversation. The Sensuelle is not afraid to lay shame.
- 6 | Don't be afraid of confrontation.** A Sensuelle will put the drageur on the spot and witness all the stammering and stuttering before walking away.
- 7 | A Sensuelle never says she has a lover if she does not.** She wouldn't want to close off other options by spreading the word that she's taken.
- 8 | Act bored, not boring.** The Sensuelle twirls her hair around her finger. She looks around at other things. She offers responses that make it clear she is not listening.
- 9 | You can always use the excuse** to go to the lady's room to touch up your hair and leave the drageur waiting.
- 10 | Get two birds with one stone,** play matchmaker with your frenemy and the *drageur*.





Day 01

# La Sensuelle

SCULPTURAL CURLS  
BRUSHED OUT TO CREATE  
BOUNTIFUL TEXTURE.



①



Apply 2 pumps of **L'Incredibly Blowdry** into your palms and apply onto towel-dried hair from the mid-lengths and ends.

③



Create a side part. Take horizontal sections and wrap hair around the barrel of a medium curling iron. Alternate the direction of the curl with each horizontal row. Curl the entire head.

⑤



Create a faux-bob by gathering longest strands at the back of the head. Secure them together at the end with an elastic to create an extremely loose ponytail. Tuck the ponytail under and secure at the nape of the neck and secure with bobby pins.

②



Taking large sections, smooth the hair dry using the Extra Large Round Brush.

④



Rake your fingers through curls using to create shine and separation.

⑥



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



## What you will need



See tomorrow's incroyable style evolution on the next page

Day 02

# the Angelic WAVE

UNCHAINED WAVES CREATE  
A CROWN OF VOLUME.



①



Remove the faux bob and pins.

②



Use a boars bristle brush to gently smooth your curls from scalp to ends.



③



Apply a generous amount of **V.I.P.** from scalp through the mid-lengths to add volume and texture.

④



Section off the forward crown of your hair in an upside-down "V" pointing to the end of each eyebrow. Pinch it all together and pull back to secure at the base of the "V". Pin with at least two bobby pins.

What you will need



- V.I.P.
- Bristle brush
- Bobby pins

Day 03

# the Cocktail TWIST

FEMININE WAVES WRAPPED  
UP IN A FRESH TWIST.



①



Take a section of hair near your left temple and apply **Matérialiste** for control. Gently twist the hair until it is a tight coil. Pull this twisted section across the back of the head to the other side just above your ear and secure with a bobby pin.

②



Take a similar section from your left temple and apply **Matérialiste**. Twist the section gently until it is a tight coil. Cross this section to the right side of the head, just below the other coil and secure with a bobby pin. Repeat this on each side once more.



③



Reactivate and touch up any loose curls with a curling iron.

④



Complete this look by gently massaging the crown to add volume and create a lived-in texture. Finish with a generous mist of **Laque Couture** for hold and Shine.

## What you will need



Day 04

# the Soirée BUN

LUSCIOUS WAVES GATHERED  
IN A BALANCE OF TEXTURE  
AND STRUCTURE.



①



Apply a generous amount of **Spray-à-Porter** throughout the hair until almost damp. Use your hands to scrunch and activate a wavy texture.

②



Create 4 casual parting separating the front right and left and the back right and left.

③



Taking the front 2 pony tails make a knot (right under left, right back over left and down through the center) Just below the crown. Use Bobby pins to secure the ends of the knots or leave out for a more undone look.

④



Finish with a mist of **Laque Noire** to hold this bun all day or night.



What you will need



Spray-à-Porter



Laque Noire



Bobby pins



CHAPTER 03

# La Flamboyante

AVANT-GUARD  
AND BOLD

Daring looks that stand out.

We all have that friend. The one who is always surrounded by foreigners, artists and people who are known by just one name. A Flamboyante knows how to cultivate a lust for life in herself and her entourage. It's about infusing every moment with energy. It's about owning it.

# 10 ways to be flamboyant without flaming out



- 1 | **Each morning write down two things:** what you would do if you knew today would be your last, and what new thing you will try today.
- 2 | **Nothing says “Flamboyante” like voluminous hair.** Employ bobby pins and Volume In Powder to create larger-than-life looks that keep heads turning.
- 3 | **Don’t suppress your eccentricities to fit in or get ahead.** Rediscover your quirks and direct them to beautiful projects and styles.
- 4 | **Make sure your unique efforts make a difference.** It is hard to criticize a Flamboyante who makes the world a better place.



- 5 | **Constantly break your habits.** Take a new route to work, change where you sit at dinner. Do anything that will alter your perspective, even if it’s just a little.
- 6 | **Speak to at least one person you don’t know every day.** The Flamboyante is always going to new places and trying new things.
- 7 | **Make bets.** Every child knows play is better than work. Bringing that attitude to adulthood is irresistibly intriguing.

- 8 | **Flamboyance is about taking the ordinary and making it extraordinary.** Wear accessories in a surprising way. Drape your coat over your shoulders, put a belt over your jacket, add a silk scarf.
- 9 | **Explore with abandon.** Spin a globe, stop it with your finger and go. Expand your environment and your inner Flamboyante will grow.
- 10 | **Keep your energy up.** Boost your spirit with some decadent high-cacao chocolate.



Day 01

# La Flamboyante

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



①



Apply 2 pumps of **L'Incroyable Blowdry** into your palms and apply onto towel dried hair from the mid-lengths and ends.

②



Power-dry till 90% dry, then smooth hair completely dry with the Extra Large Ceramic Round Brush. Create volume by directing hair up.

③



Divide hair from ear-to-ear across the top of the head. On each section, apply **V.I.P.** Spray by lifting hair in horizontal sections and spraying from roots to ends.

④



With the Teasing brush, back-comb the entire back section.

⑤



Collect the bottom section of hair and twist it clockwise, directing the hair up and against the head. Twist ends together into a knot and pin to the top of the head.

⑥



Back-comb the front section of hair in layers from the back toward the face. Back-comb directly upwards from the roots all the way through the ends. Do not backcomb the fringe area.

⑦



Lightly smooth out entire front section, still directing hair upwards.

⑧



Gather ends, turn them under, and pin to the knot of the back section.

## What you will need



L'Incroyable Blowdry

V.I.P.

Extra large ceramic brush

Teasing brush

Bobby pins

Blowdryer

Day 02

# Madame de POMPADOUR

FLOWING VOLUME PULLED  
BACK AND HELD HIGH.



①



Spray **V.I.P.** at the roots to revitalize the hair and use the end of a tail comb to pump up the volume.

②



Tease hair vertically away from your face (into the direction you want it to flow) including the fringe area.

③



Smooth the hair away from your face and spray generously with **Laque Noire** to hold the style back and away.

④



On each side of the head, place 5 bobby pins into a zig zag placing the first pin up then down then up etc. Spray pins with **V.I.P.** before placing them for extra hold.



What you will need



V.I.P. Laque Noire



Bobby pins



Day 03

# la Brigitte

COMMAND  
ATTENTION WITH AN  
ETERNAL CLASSIC.

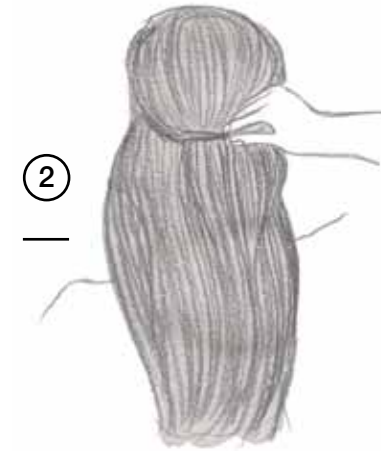


①



Apply one pump of **Elixir Ultime** to help smooth yesterday's upstyle then separate the top section from the bottom.

②



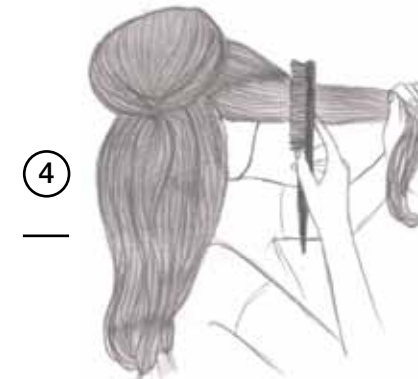
Separate the top section in 3 sections. Leave the middle section, secure the right side to the teased hair underneath and cross the left side over creating a half up look and secure with a bobby pin.

③



Spray the lengths of the hair with **Laque Couture**. Use a 1 ¼ in iron to curl the fringe section away from the face, then curl all of the loose hair moving towards the face.

④



Spray **V.I.P.** at the roots of the loose hair and back brush two inches from the scalp vertically to build dramatic volume through the lengths and brush into place.



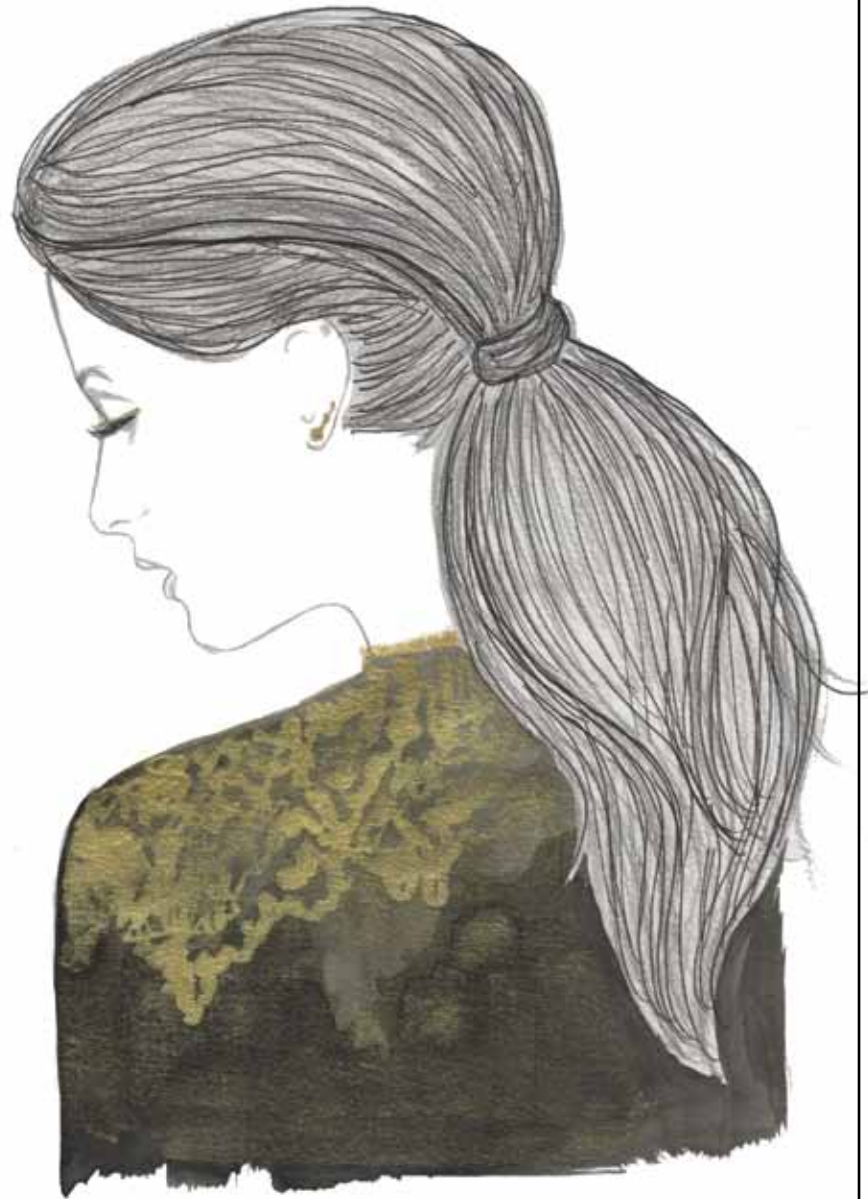
What you will need



Day 04

# la Baroque PONY

AN ORNATE LOOK UNITES  
TEXTURE AND GLOSS.



①



Section ponytail from the temples to behind the ear and secure with an elastic band. Spray with **Laque Couture** to add hold and shine.

②



Smooth the mow-hawk section back and to the center. You can also use the end of the tail comb to add more height to your style.



③



Secure the top section to the hair at the nape with an elastic band.

④



Take a small piece from the ponytail to wrap around to conceal the elastic band. Use a bobby pin to secure in place. Then spray with **Laque Couture** to lock it in place. **V.I.P.** will give the ponytail a glamorous and volatized look.

What you will need





CHAPTER 04

# L'Intemporelle

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ETERNALLY  
ON POINT

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Looks that are at once classic and cutting edge

How often do you see an old photo of yourself and wonder just what you were thinking wearing that? Yes, it was the '90s, but three-inch shoulder pads, really? Being timeless is about skirting trends to embody a more permanent sense of personal style, without looking like yesterday's news.

# 10 ways to be timeless without being TIRESOME

- 1** | **Never wear patterns in photos.** Nothing ages you faster than a pattern that went out of style several seasons ago.
- 2** | **Do few things, but do them perfectly.** If your hairstyle is on point, well, that's one thing already.
- 3** | **Wear three colors at a time.** Any more is a mess, any less is bland. Keep them in the same family, such as earth tones or pastels.
- 4** | **Know what each accessory says** about you, and don't wear too many.



- 5** | **Keep your hairstyle neat and polished.** The timeless woman isn't concerned about appearing edgy and undone.
- 6** | **Good manners are perennially chic.** Ask questions and entice others to talk about themselves. They'll remember you forever.
- 7** | **Give precise, focused compliments.** "Your hair looks great" is nice, but "your bangs are exceptional" is much more memorable.
- 8** | **Never compare people, positively or negatively, to another.** Timelessness places you above the gossip of the moment.
- 9** | **Accept the aging process while staying young at heart.** It's good to try new things, but falling for trends just makes you look older.
- 10** | **Fall in love with navy.** It's every bit as chic as black, without being so somber.

Day 01

# L'Intemporelle

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



1



Apply 2 pumps of **L'Incredible Blowdry** into your palms and apply onto the mid-lengths and ends.

3



Create a faux-bob by from the bottom section by gathering longest strands at the back of the head. Secure them at the end with an elastic band. Tuck the elastic band under and secure at the nape of the neck and bobby pins.

5



Release the rolls, brush the sections using the Deluxe Paddle Brush.

2



Blow dry the entire head smooth using the Extra Large Round Brush. Once dry, section out the top of the head and secure with a pin.

4



Release the top and create a side part. Mist sections of the hair with **Laque Couture** and curl under. Pin rolls in place to cool.

6



Smooth the top section out and over the bottom section. Mist with **Laque Noire**.



## What you will need

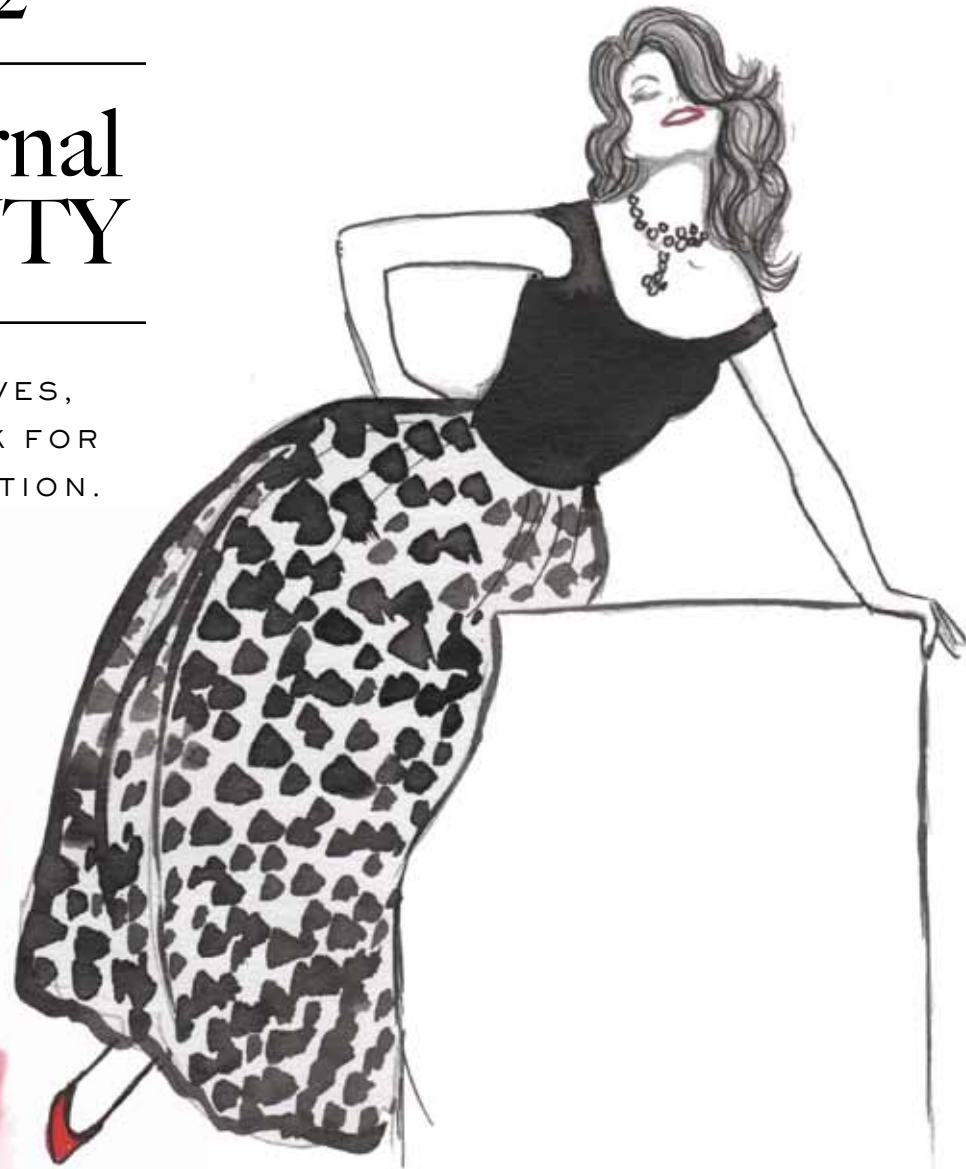


See tomorrow's incroyable style evolution on the next page

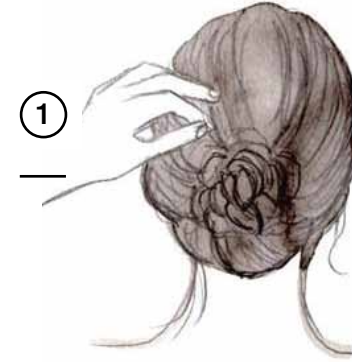
Day 02

# the Eternal BEAUTY

LOOSE WAVES,  
SWEEPED BACK FOR  
SOPHISTICATION.



①



In the evening before bed, release your look, including the braid, and secure in a loose bun; following the wave pattern.

②



Generously and evenly mist **Spray-à-Porter** throughout the hair. Using a blow dryer and a round brush, smooth any natural texture around the hairline that may have developed overnight using a round brush.

③



Shake out the waves while at the same time spraying **V.I.P.** at the roots and underneath different layers.

④



Run your fingers through the hair, beginning at the front hairline, securing the swept back movement with **Laque Couture**.



What you will need



Day 03

# the Timless TUCK

A PARTIAL UPDO WITH  
A POLISHED TWIST.



①  
—  
Make a deep side part on the opposite side of yesterday's look, & gently gather the top section of hair.



②  
—  
Divide into 2 sections; secure the front. Lightly back comb the back section, then layer with **Laque Couture**.



③  
—  
Divide the back section of the top in 2 and pull to either side of the head. Pull the front section straight backward.



④  
—  
Cross the two back sections over each other twice and secure with a clear elastic. Conceal the tie with a section of hair from the ponytail. Secure under the cushion with a bobby pin.



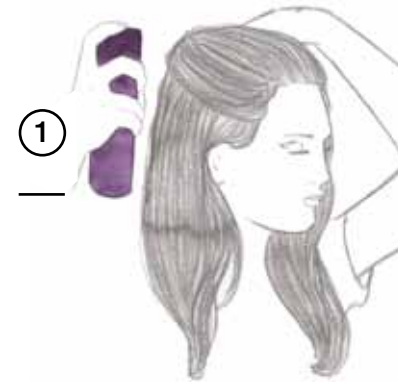
What you will need



Day 04

# the Chic CHIGNON

FASHION'S PERENNIAL  
FAVORITE ALL-UP STYLE.



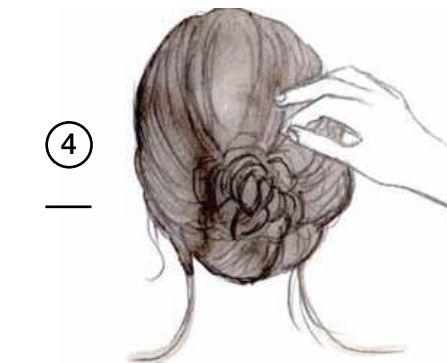
① Gently rake finger tips through the top of the hair while spraying a layer of **Laque Couture** to separate and texturize the hair.



② Secure the look by using bobby pins in a weaving pattern to conceal the pin. Spray with **Laque Couture**.



③ Gather mid-lengths to ends in the center, back of the head. Use an elastic to wrap up into a ponytail. Wrap your ponytail through the bottom of the elastic band, creating a bun.



④ Gather small subsections of the hair and fan them out around the base. Repeat all the way around, keeping the balance in mind. Spray with **Laque Couture** to set and polish.



What you will need



Laque  
Couture



Elastic  
band





CHAPTER 05

# La Romantique

CEASELESSLY CURIOUS  
AND INSPIRING

Effortless and whimsical looks full of fresh femininity

Romantic people make eyes roll. The passionate pursuits, the happily-ever-afters, the dozens of roses. It's all a bit much. But there's a way to be a dreamer without losing sight of reality. You simply have to acquire a taste for everything lovely in life.

# 10 ways to be romantic without being Ridiculous



- 1 | Romance is all about atmosphere.** Get out of the city lights and back to nature. Nothing beats a cloudless night blanketed in stars to bring out the Romantique in all of us.
- 2 | Learn the romance language.** No, not Latin or Spanish. Stir hearts with desire-infused words. Just don't do this at work.
- 3 | Romantic hair is loose and natural.** Add in some texture and volume with **V.I.P.**
- 4 | Let a few wisps of hair free from your style as if it were unintentional.** Those strands are symbols of your wild side.



- 5 | Candles are your friend.** Nothing kills the mood like harsh, florescent lighting.
- 6 | Recreate your first date.** Les Roman-tiques are nothing if not nostalgic.
- 7 | Do your hair in braids and buns,** but not too perfect. Let your look be a bit loose.

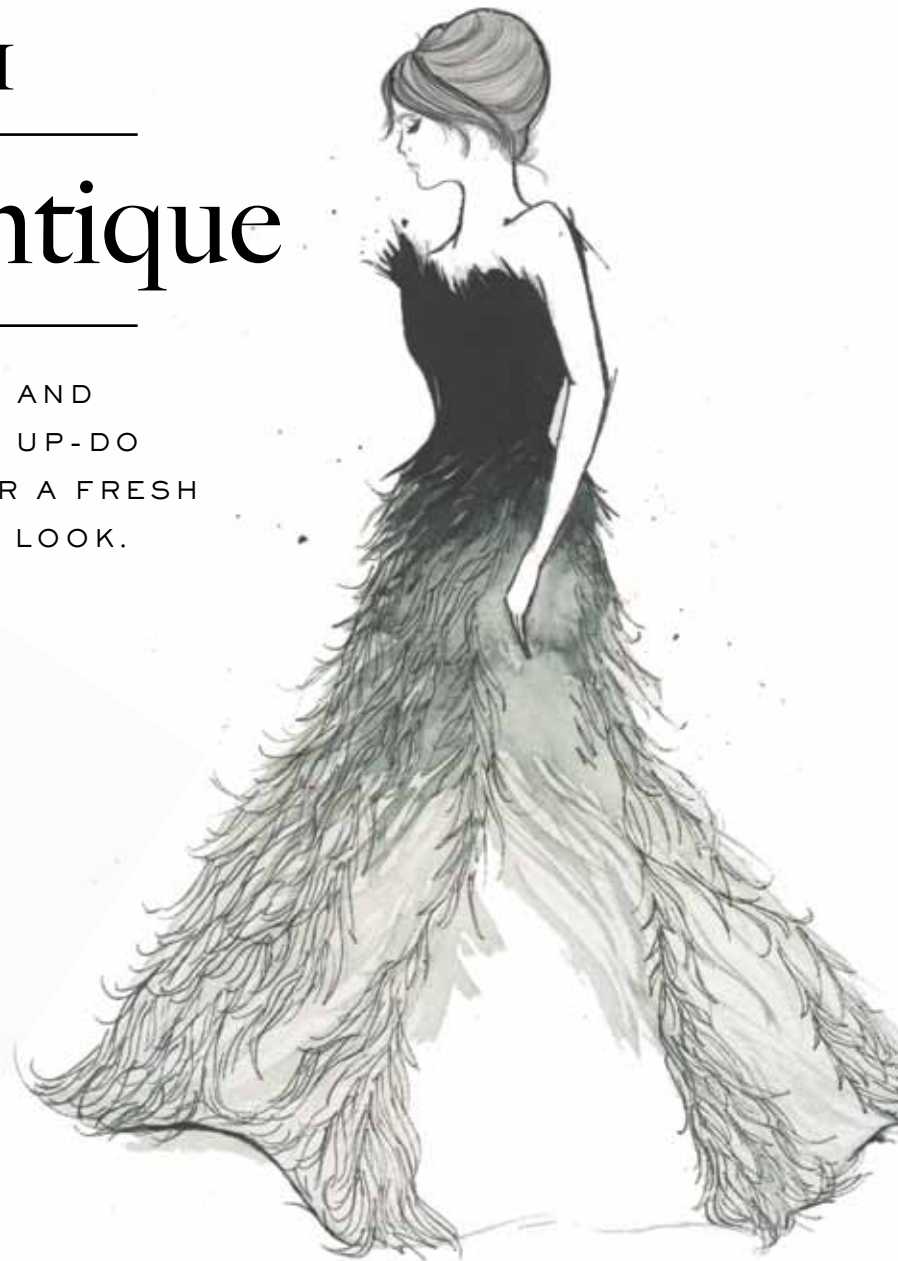
- 8 | Read some romantic poetry in the park.** If your friends laugh, ask them if they know a better way to free one's mind.
- 9 | Visit a fortune teller.** Les Romantiques are big fans of fate.
- 10 | Fill your life with culinary delights** and other decadent pursuits. Champagne and chocolate are never a bad idea.



Day 01

# La Romantique

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



①



Apply 2 pumps of **L'Incredible Blowdry** into your palms and apply onto the mid-lengths and ends.

②



Power-dry hair to 90% dry. Then create volume on the top by using the Extra Large Ceramic Round Brush.

③



Divide hair front to back, secure the top section. On bottom section, back-comb the first 7 centimeters of hair, directing the hair off the back of the head.

④



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



What you will need



See tomorrow's incroyable style evolution on the next page

Day 02

# Swept AWAY

A LOOSE, VOLUMINOUS PONY  
TAIL WITH A CLEVER TWIST.

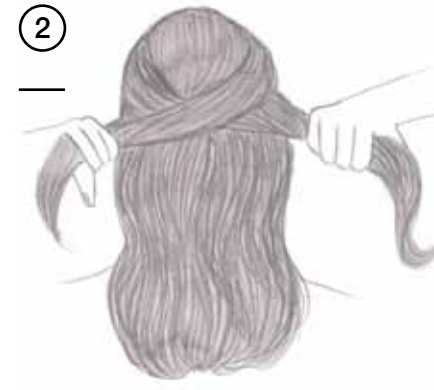


①



Create right part (parallel to floor/adjacent to arch of right eyebrow). Spray hair with **Laque Couture** and create curls with 1" curling iron.

②



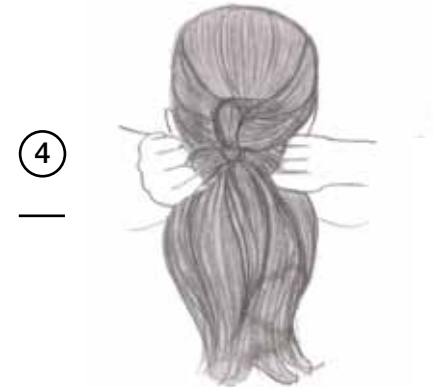
Separate back from front, make horizontal section (between middle back and top back) Divide into 2 sections and tie once.

③



Using ½ peas size of **Forme Fatale**, take the same 2 sections and tie once more. Leaving 2 inches in between them and secure with elastic band.

④



Take front two sections and pull them through the circle you've created. Grab small piece from right side and wrap around elastic, secure with bobby pin. Enhance curls with **V.I.P.**



What you will need



Day 03

# Tied in KNOTS

A WOVEN TECHNIQUE THAT  
PROMISES DRAMATIC EXITS.



①



Building upon yesterday's look, divide back into 3 equal parts.

②



Use the right and left sections to create another knot in front of middle section. Use pea size **Serum Solide** for added control.

③



Secure the loose right and left sections of the knot behind middle section with elastic band. Use fingers to fluff curls and finish with **Laque Couture**.



What you will need



Sérum Solide



Laque Couture



Elastic band

Day 04

# The Victorian

A LADYLIKE LOOK FINDS  
STRUCTURE IN ITS FRILLS.



①



Remove bottom elastic from yesterday's look. Smooth the 3 sections of hair with a boar bristle flat brush.

②



Using only the right section of hair, tie a looks knot 2" diameter.

③



Take the remaining tail of the right section and incorporate it, across middle section, into the left section and repeat step 2 for the left section.

④



Take remaining tail of the left section and incorporate that strand into the middle and final knot centered below the previous two knots. Secure tail with bobby pin. (hidden behind 3<sup>rd</sup> knot).



What you will need



Flat  
Brush



Bobby  
pins



CHAPTER 06

# L'Impulsive

LIBERATED AND  
UNADULTERATED

High-end volume looks full of casual movement.

High-end volume looks full of casual movement. Everyone loves a risk taker. From entrepreneurs to politically engaged friends, they inspire us. Yet, it's so easy to take a spontaneous enthusiasm too far. A free-spirit knows how to be impulsive without looking outrageous.

## L'IMPULSIVE

# 10 ways to be impulsive without being OUTRAGEOUS

- 1** | **The average woman changes her hairstyle three times a year.** L'Impulsive is above average. Change frequently and let the compliments flow.
- 2** | **Adventure is everything to L'Impulsive.** If someone asks you to go skydiving, the answer is yes. Just make sure you have a parachute handy.
- 3** | **L'Impulsive follows her heart, always.** Don't sit around making lists of your lover's pros and cons when you could be out enjoying each other's electricity.
- 4** | **Impulsive people are notorious for being unreliable.** Keep the flaking to a minimum and your friends will be pleasantly surprised.



- 5** | **Go grey.** L'Impulsive likes to act like a teenager, not look like one.
- 6** | **Perfectionism is too tedious for an impulsive woman.** But do stay organized. This way, you're always prepared for spontaneous adventures.
- 7** | **Impulsive people are known for arriving late.** Try to be on time. You don't want to miss a thing.
- 8** | **Be a skilled raconteur.** Impulsive people's lives are full of good stories.
- 9** | **Keep your hairstyle fabulously uncomplicated.** You don't want to spend time styling when you could be off on your latest adventure.
- 10** | **Don't procrastinate.** L'Impulsive's life is 24/7 fun. She would never drag out a mundane task.





Day 01

# L'Impulsive

LIBERATED AND  
VOLUMINOUS HIGH-END LIFT  
WITH CAUSAL MOVEMENT.



①



Apply 2 pumps of **L'Incroyable Blowdry** into your palms and apply onto the mid-lengths and ends.

②



Take a tangerine size amount of **Mousse Bouffante**. Using a fine tooth comb apply to the root area, working in sections throughout the entire head.



③



Separate the hair from front to back, and from top to sides. Blowdry each section upwards at the roots using the Extra Large Ceramic Round Brush. Pin each section in curls and allow them to cool. Be sure to blow dry the top sections away from the face.

④



Remove pins and brush into place. Mist with **Laque Noire**.

What you will need



See tomorrow's incroyable style evolution on the next page

Day 02

# Les Rosettes

A SPONTANEOUS  
ASYMMETRICAL STYLE  
EMBELLISHED  
WITH TINY KNOTS.



①



Touch up yesterday's waves with a curling iron.

②



Break up waves with fingers.

③



Take a medium sized section over the right ear and twist the hair onto itself until it becomes a knot. Slide a bobby pin through the knot and secure to the scalp.

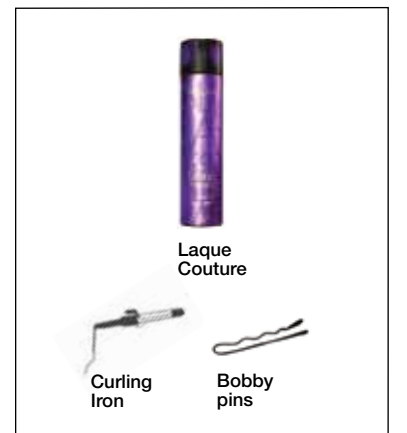
④



Continue twisting small sections of hair until you have a collection of small knots on the right side. Spray with **Laque Couture** to fix in place.



What you will need



Day 03

# The Up and AWAY

AN EASY UP-DO THAT LEAVES LOOSE ENDS AND LOTS OF VOLUME.



① Undo side knots and Spray **V.I.P.** throughout the hair. Create 2 sections of hair, top and bottom.



② Create a loose pony tail in the bottom section of the hair and then pin it upwards.



③ With the top section gently twist the hair and push forward to create volume in the front. Use bobby pins and hair pins to secure.



④ Bring up the loose pony together with the ends of the upper part of the hair that are left out to create a mass of wavy ends. Secure with hair pins.



What you will need



V.I.P.



Bobby pins

Day 04

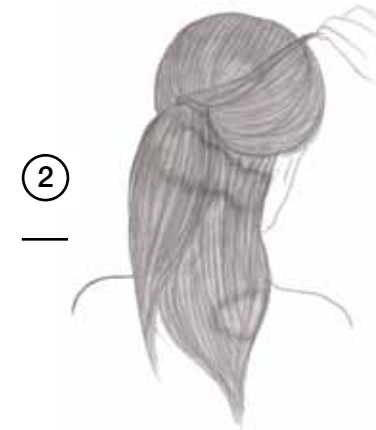
# L' Instaglam

A '60S-INSPIRED MASS  
OF GLOSS AND GLAM.



①

Brush out hair and put into a high pony tail.



②

Take a small section of the pony tail from the back and apply **Mousse Bouffante**. Comb through to distribute evenly. Then wrap the section of moussed hair around the elastic of the ponytail.



③

Lightly back brush the pony tail, then gather the ends of the back brushed pony tail and secure with an elastic.



④

Take remaining tail, incorporate that strand into the 3rd and final knot centered below the previous two knots. Secure tail with bobby pin. (hidden behind 3<sup>rd</sup> knot).



What you will need



Mousse  
Bouffante



Paddle  
Brush



Elastic  
band



CHAPTER 07

# L'Enigmatique

ENTICING  
AND FASCINATING

Smooth looks full of movement and modern sophistication.

She is a woman of few words, L'Enigmatique. Yet she says so much, just by being who she is, looking the way she does. Everything about her presence is intriguing. When she does speak, the room goes silent. Everyone is just dying to know what she's thinking.

# 10 ways to be enigmatic without being ALOOF

- 1 | **Don't be chatty.** An enigmatic woman gives away just enough to pique interest, letting strangers fill in the blanks with brilliance.
- 2 | **Keep your body language open and artful.** When you are reticent, your presence must be inviting. Never hunch or lock arms.
- 3 | **L'Enigmatique plays with her hair the right way.** Never pull it in front of your face, always down, twisting lightly.
- 4 | **Keep your expression serious.** L'Enigmatique is always contemplating lofty concepts. Add a smile now and again to avoid appearing angry.



- 5 | **Use social media sparingly, with mystery.** L'Enigmatique never overshares.
- 6 | **Wear a hairstyle that partially obscures your face,** then brush it away with your hand while starting directly into someone's eyes. It's the enigmatic woman's version of the dramatic reveal.
- 7 | **Read voluminously.** L'Enigmatique must cultivate a rich inner life to support an image of such intrigue.



- 8 | **Be cool, not cold.** Enigmatic women can be ice queens. Balance your detached demeanor with warmth and compassion in intimate situations.
- 9 | **Don't engage in small talk.** The enigmatic woman cannot abide a conversation about the weather.
- 10 | **Keep them guessing.** Take an unexpected action or viewpoint now and again. The enigmatic woman never lets them figure her out.



Day 01

# L'Enigmatique

SMOOTH MOVEMENTS  
SHAPE THIS SCULPTED  
APPROACH TO MODERN  
SOPHISTICATION.



①



Apply 2 pumps of **L'Incroyable Blowdry** into your palms and apply onto the mid-lengths and ends.

②



Divide the back of the hair in half. Using the Extra Large Ceramic Round Brush, blowdry the hair towards the face, wrapping the ends under.



③



Create a middle part. Using the Large Ceramic Round Brush, blowdry the top section of hair down and away from the face.

④



Mist the hair with **Laque Couture** to set into place.

What you will need



See tomorrow's incroyable style evolution on the next page

Day 02

# The Bardot

A HIGH CROWN AND FACE-FRAMING WISPS CREATE AN ALLURING LOOK.



①



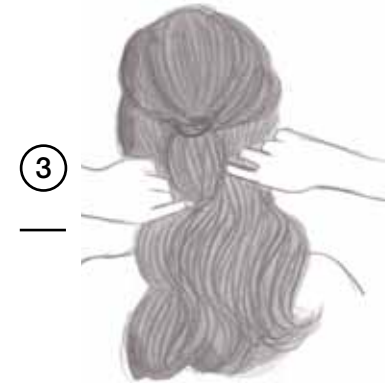
Divide the back in half for control. Isolate a large portion of your crown and spray with **V.I.P.** through out the roots and mid-lengths. Tease roots well.

②



Tie the section into a loose, low pony and isolate a small piece of hair from under the elastic band mist with **Fix Fabulous** for shine & wrap it around the elastic until the band is hidden.

③



Pin the end of the end of the loose pony against the head by crisscrossing 2 large bobby pins. Mist with **Laque Couture**.

④



Use a tail comb to lift and shape the bouffant. Finish with a light mist of **Laque Noire**.



What you will need





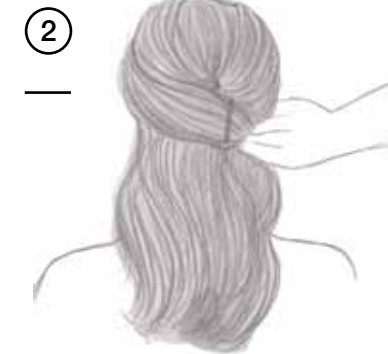
Day 03

# The wrapped PONY

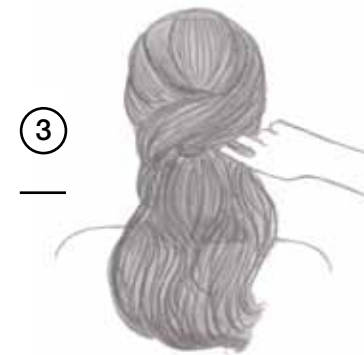
A PONYTAIL TIGHTLY WRAPPED CREATING AN ULTRA-SHINY AND COMPLETELY ENIGMATIC LOOK.



1 Mist the right side of yesterday's look with **Laque Couture** and comb to smooth the hair.



2 Pull the right section across and pin it to the left side just under the elastic of your ponytail. Smooth flyaways ends and add shine with a touch of **Elixir Ultime**.



3 Repeat left to right and pin, which will disguise the bobby pin section that you brought from the right side. Repeat borrowing hair from the right but twist and flatten the hair to add a textured look. Stop pinning when you reach the nape of your head.



4 Pin and adjust any loose hairs, use a tail comb to build volume if needed. Spray look with **Laque Couture** to hold.

## What you will need



Laque Couture



Elixir Ultime



Bobby pins

Day 04

# The Cocktail PONY

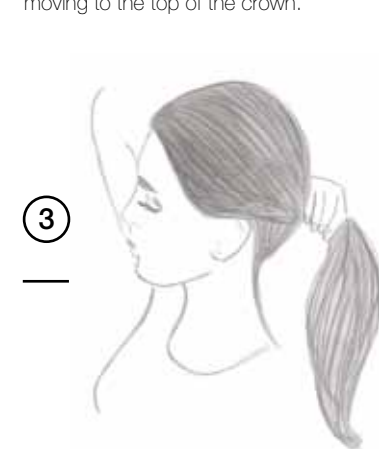
A CLASSY PONY WITH A DEEP SIDE PART AND SLEEK SWEEP.



① Part hair on the far right or left of the head (aligned with the farthest part of eyebrow). Begin by backcombing or teasing the Crown of the hair starting in the back of the head moving to the top of the crown.



② Now tease the heavy side of part starting from the temple moving up to the crown. This creates a nice base to brush over.



③ Using a styling brush lightly smooth the top layers of the hair. Bring all the hair together at the nape of the neck then Spray with **Laque Couture**. Secure into a low pony with a contrasting hair tie to the color of your hair.



④ Use a tail comb to manually lift the crown to balance the height around the sides and crown. This can be a messy pony so don't worry about making your finish too perfect. For extra security give a final light mist of **Laque Noire**.



What you will need



Laque Couture



Laque Noire



Elastic band



CHAPTER 08

# L'Ambi- tieuse

---

DETERMINED  
AND POWERFUL

---

High shine and resolute looks that are both courageous and cute.

If she isn't already ruling the world, you can be sure she is plotting her path. Get in her way, and you'll pay the price. But how does the ambitious woman stay on top without crushing those beneath her?

The key to being an effective leader is to be as charismatic as you are powerful.

# 10 ways to get ahead without getting HATED



- 1 | Apologize for being wrong, not for being successful.** If you've made a mistake, own it, but never be sorry for your achievements because others can't keep up.
- 2 | Master the hair flip.** It's a subliminal gesture of dominance that says, I'm the alpha female here.
- 3 | L'Ambitieuse is skilled at the art of failure.** When you're not winning, think of ways you can leverage your losses to make your next big move.
- 4 | Befriend your fellow Ambitieuses.** An ambitious woman is inspired, not intimidated, by powerful people.



- 5 | Work the room.** L'Ambitieuse didn't come here for the cocktails. She's trying to connect with a mogul.
- 6 | If someone changes their hairstyle, tell them you love it.** A compliment is much stronger coming from an ego-driven Ambitieuse, no?
- 7 | Ambitious women are known for being serious.** Just because you look amazing doesn't mean you can't be effective. Be elegant and professional and you will be impossible to ignore.

- 8 | Diffuse envy with kindness.** L'Ambitieuse is above elitism.
- 9 | Keep your enemies close.** You never know whose help you'll need in the future. Ambitious women are attractive even to their competitors.
- 10 | Choose sleek, well-tripped hairstyles.** Frizz does not befit L'Ambitieuse.



Day 01

# L'Ambitieuse

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



①



Apply 2 pumps of **L'Incroyable Blowdry** into your palms and apply onto the mid-lengths and ends.

②



Blow dry the hair forward using the Deluxe Paddle Brush to create a sleek look in the crown.



③



Make an off-center part and secure sections on both sides. Lightly backcomb the root area and mist with **Laque Couture**.

④



Flat iron each strand to the ends, then gently brush through hair. Flat iron the top section using a fine tooth comb. Finally, mist the hair with **Laque Noire** to set it.

What you will need

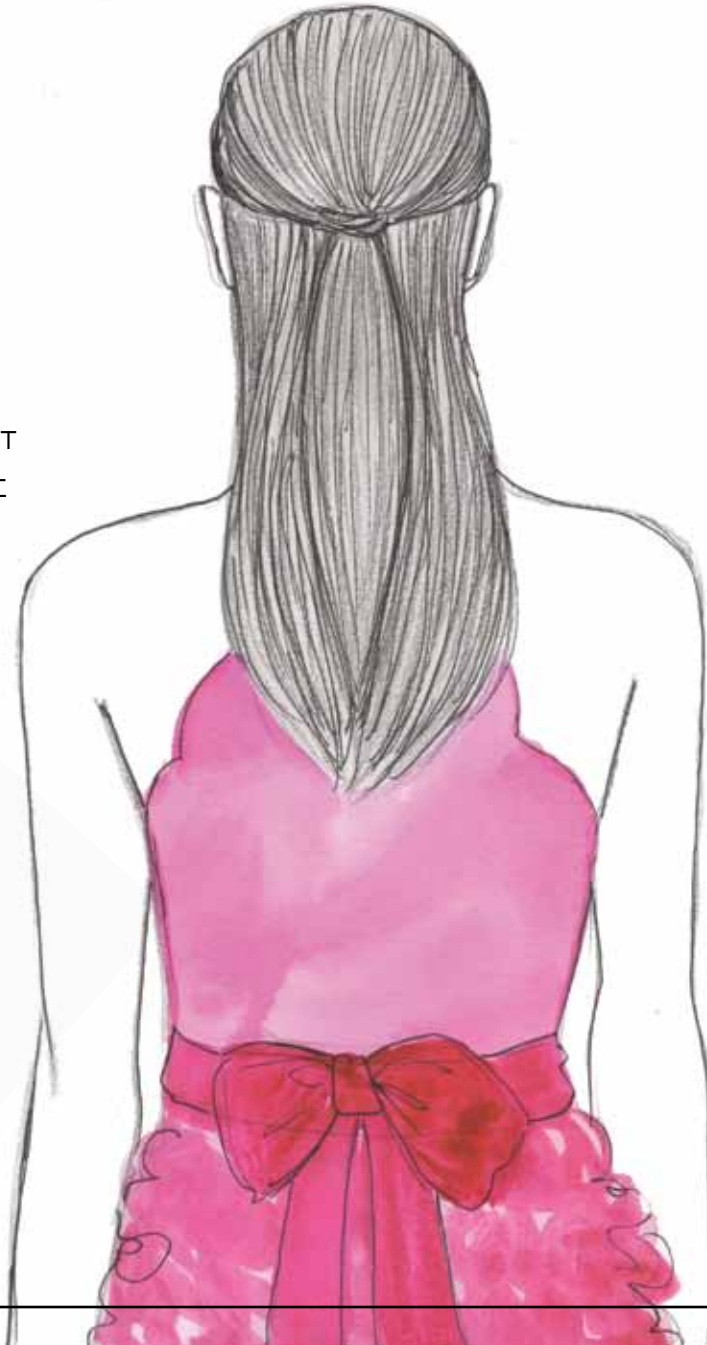


See tomorrow's incroyable style evolution on the next page

Day 02

# Working GIRL

A POLISHED HALF-UP THAT STAYS CHIC FROM OFFICE TO EVENING.



①

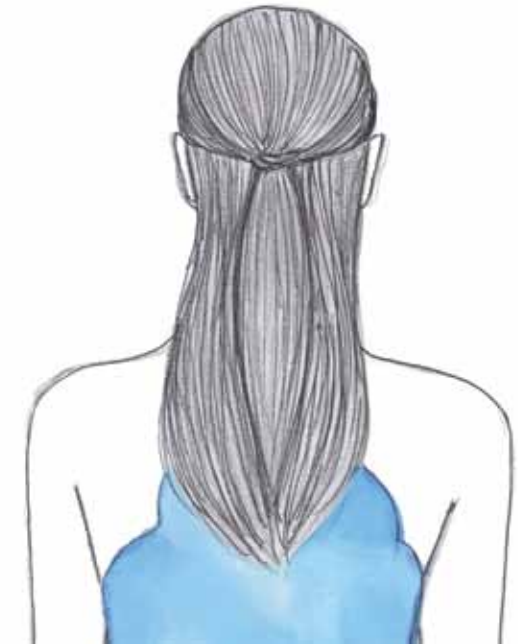


Take 1" sections of front hairline from your temple down on each side. Spray with **Spray-à-Porter**. Tie strands at the back of your head.

②



Release strands. Take a 2" wide section of hair from just below the tie. Clip section up and out of the way.



③



Cross the tied strands under the clipped section. Add a small amount of hair from below section and start a 3 strand braid. After 2-3 passes, secure with elastic band.

④



Release clipped Hair, brush and smooth the ends. Set the Look with **Laque Couture** for a soft hold.

## What you will need



Spray-à-Porter



Laque Couture



Elastic band

Day 03

# The Two-WAY

A COMPLETELY UNEXPECTED  
HYBRID WHERE BUN MEETS  
PONYTAIL.



①



Separate a square section of hair on the right side, and brush the remaining hair into a center back ponytail.

②



Flat Iron ponytail to smooth and shine the hair.

③



Apply **V.I.P.** Spray in sections to ponytail for enhanced thickness and texture. Brush the ponytail to the right side.

④



Apply 2-3 pumps of **Fix Fabulous** from mid lengths to ends of the remaining section. Wrap the section up around the middle of the ponytail and pull through behind the section.

⑤



Wrap the remaining ends around the ponytail base and secure with bobby pins.

⑥



Smooth flyaways and set the look with **Laque Couture** Hairspray for a confident hold that will last all day.



What you will need



V.I.P.

Fix Fabulous

Laque Couture

Flat Iron

Bobby pins

Day 04

# The Drop KNOT

A STRUCTURED  
CHIGNON THAT SAYS  
YOU'RE ALL BUSINESS.



①



Apply **Powder Bluff** at the root in the crown to help keep hair from separating. Divide Hair into 3 even sections and secure with elastic bands.

②



Starting with the center section, apply 2-3 pumps of **Fix Fabulous** to the ponytail. Smooth, and tie into a knot. Repeat on each section.

③



Open the knots and secure, one on top of the other from left to right, with bobby pins.

④



Tuck remaining ends into their knot and secure with bobby pins.

⑤



Smooth flyaways and set style with **Laque Noire**.



## What you will need



Powder Bluff



Fix Fabulous



Laque Noire



Bobby pins





CHAPTER 09

# La Re- belle

---

IRREVERENTLY  
COOL

---

Richly textured looks that set trends, not follow them.

She'll have you believe she doesn't care, that her way of life is as random as the holes in her jeans. The truth is, a rebel secretly loves rules. Without them, how would she stand out? Don't be fooled. La Rebelle is well acquainted with the rules of fashion. That's why she's so good at breaking them.

# 10 ways to break the rules without being UNRYLY



- 1 | **Enlist an excellent hairstylist,** but never allow them to cut your hair too perfectly. A shaggy, undone look is so much more rock & roll.
- 2 | **Create a signature look.** Rebels are too cool for trends.
- 3 | **Don't always wear black.** La Rebelle detests predictability. Try white in winter to show how very contrary you are.
- 4 | **Never let your bangs grow out all the way.** La Rebelle's eye-grazing fringe signifies a certain air of "I don't care."

- 5 | **Wear your nightclub looks out during the day.** A rebel would never let something as silly as time dictate her style.
- 6 | **Sunglasses are always good.** Indoors and out. And they look great with the rebel's textured, face-framing waves.
- 7 | **La rebelle loves a classic red lip.** Except she does it with bed head and a tattered jacket, for irony.
- 8 | **Too old for long hair?** Never, says La Rebelle. Let it grow, and amp up the volume with a blowdry focused at the roots.
- 9 | **Smudge your eye makeup before leaving the house.** La Rebelle can't stand to look like she tried too hard.
- 10 | **Balance leather and dark denim** with pretty jewelry and flowing scarves. La Rebelle never forgets her femininity.



Day 01

# La Rebelle

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

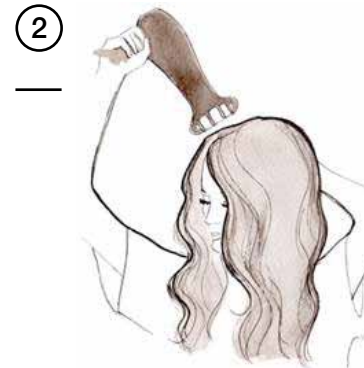


①



Apply 2 pumps of **L'Incroyable Blowdry** into your palms and apply onto the mid-lengths and ends.

②



Using your hands, blowdry smooth the top of the hair and tousle dry the mid-lengths and ends.



③



Use the flat iron to create bevels and bends in the hair on the mid-lengths.

④



Mist **Spray-à-Porter** on mid-lengths and ends to create more separation.

## What you will need



L'Incroyable  
Blowdry

Spray-  
à-Porter

Blowdryer

Flat Iron

See tomorrow's incroyable style evolution on the next page

Day 02

# Le Rock & ROLL

UNDONE WAVES WITH  
TEXTURE FOR DAYS.



①



The night before, mist mid-lengths and ends with **Spray-à-Porter** and loosely braid hair into 3 sections.

②



Once hair is in braids, apply either **Elixir Ultime** to rejuvenate the ends of your hair overnight.



③



In the Morning apply a bit of **Fix Fabulous** to individual strands, brush through and curl large 2-3 inch sections with a curling iron to give a textured tousled wave to your style.

④



To finish this style apply a bit more **Spray-à-Porter** and massage into hair. Leaving a natural wave look with rebel appeal.

## What you will need



Day 03

# Semi Top KNOT

AN ARTFULLY LOOSE UPDO  
COMPLEMENTS FRINGE AND  
LONG, TEXTURED WAVES.



①



Take a triangular section on top of head and spray with **Powder Bluff** along the lines of selected area, for absorption of excess oil.

②



Create a loose top knot on the head. Use a bit of **Laque Couture** to create a light hold to the knot.

③



Using your curling iron, create a light bend to the hair and finish with **V.I.P.** for texture.

④



Pull fringe section out of knot and spray with **Laque Couture**. Use very light mist of **Laque Noire** for rest of style for humidity protection and add shine to the overall look.



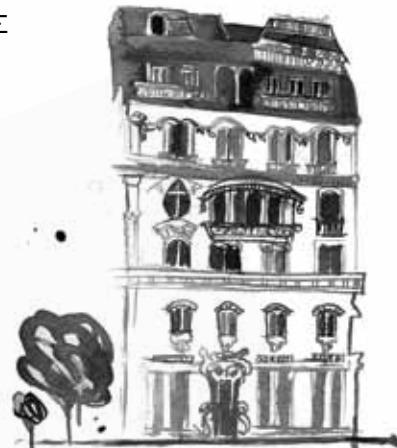
What you will need



Day 04

# The Impromptu PONY

A TIED-TO-THE-SIDE LOOK THAT IS JUST THE RIGHT AMOUNT OF MESSY.



①



Apply **Powder Bluff** to entire style. Massage at root like when shampooing and then brush through style.

②



Brushing hair into a side pony and securing with an elastic. Finishing the edges and sides/back with **Fix Fabulous** to create definition and shine with strong hold.

③



Secure stray ends with hairpins and add **Baume Double Je** to the ends of a few stray pieces to create messy, organized chaos to the knot.

④



Finishing the look with **Laque Noire** to ensure long lasting hold. Find a sharp hat for a truly rebellious look.

⑤



For an extra day extension, pull top knot down, secure into a voluminous side pony and find a sharp hat for a truly rebellious look.



## What you will need





IC CHAPTER

# L'Audacieuse

---

MORE THAN A LITTLE  
PROVOCATIVE.

---

Graphically sleek looks that are as delightful as they are poised.

Go ahead and stare. L'Audacieuse might seem standoffish, but she certainly doesn't mind the attention, especially if it's in appreciation of her bold style choices. Everything she does is stily provocative, from her dangerously short skirts to her slightly outrageous comments. She knows how to get a reaction.

# 10 ways to be audacious without being A BIT MUCH

- 1** | **Always do things all the way.** In style and life, L'Audacieuse would rather fail fabulously than play it safe.
- 2** | **Wear bold colors.** An understated look does nothing for an audacious woman. If you must, keep your accessories basic to balance the boldness.
- 3** | **Wear stilettos with everything.** L'Audacieuse has her signature walk practiced to perfection.
- 4** | **Do it up.** Wearing your hair piled high on your head in a sculptural style will make a loud statement.



- 5** | **Think about what you would try** if you were guaranteed success. That's how L'Audacieuse decides what to wear, and how to live.
- 6** | **Let them think you're a little bit crazy,** but not completely wild. L'Audacieuse wants to impress people, not scare them away.
- 7** | **Punctuate your hairstyle with statement accessories.** Colorful combs, clips and headpieces take an audacious outfit one step further.
- 8** | **Be whimsical.** If you don't take yourself too seriously, people won't be so intimidated by your audacity.
- 9** | **Mix it up.** An audacious woman has an uncanny knack for making opposing style choices click somehow.
- 10** | **Ask nicely.** As long as you're polite and charming, no one will be put off by your assertive approach.

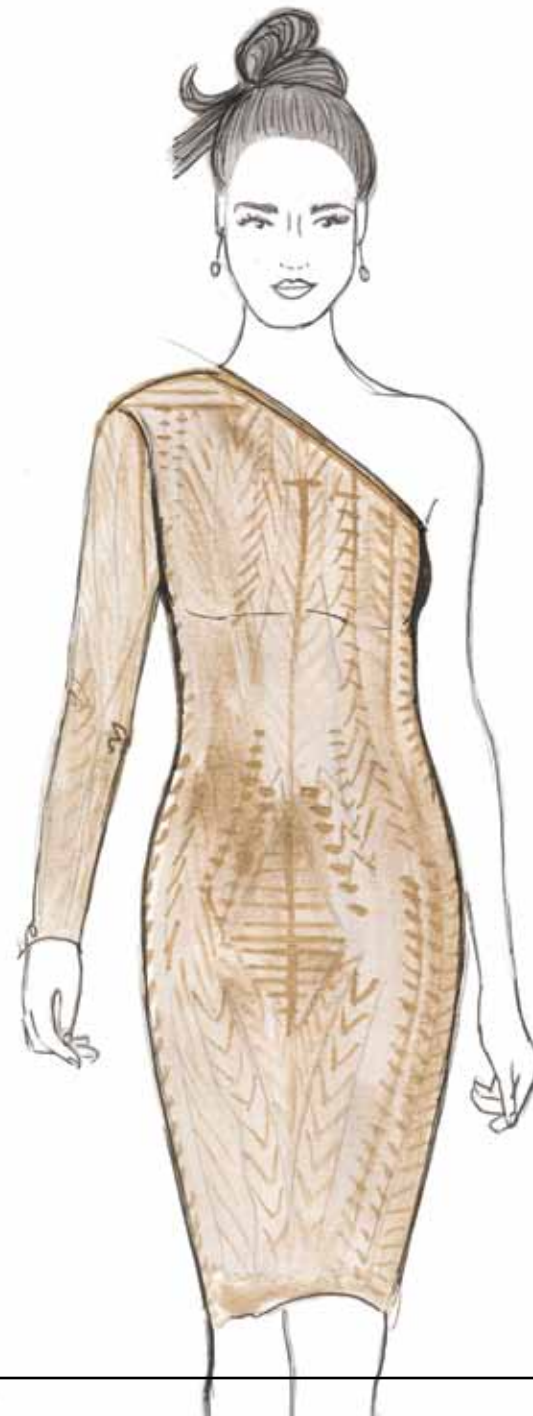




Day 01

# L' Audacieuse

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

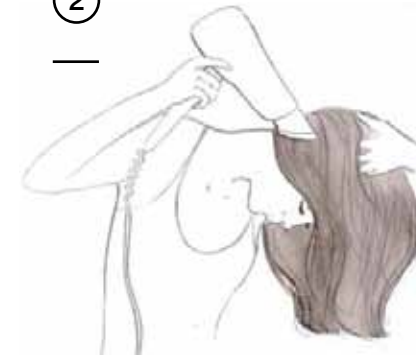


①



Apply 2 pumps of **L'Incroyable Blowdry** into your palms and apply onto the mid-lengths and ends.

②



Blow dry the hair using the Deluxe Paddle Brush. When drying the nape, flip the head upside down to direct the hair up.

③



Secure the hair into a high ponytail on top of the head. Divide ponytail in half. Take the right half and curl up and over the top of a 2" curling iron with the tail hanging to the left. Use left hand to hold roll in place against head. Your right hand hair pins inside roll to secure.

④



Holding the loop upright, wrap its mid lengths around the base of the ponytail and secure with pins. Be sure to leave out 3" on the ends. Repeat with the other half of the ponytail.



What you will need



L'Incroyable Blowdry



Bristle Brush

See tomorrow's incroyable style evolution on the next page

Day 02

# L'Artiste

A TWIST ON THE BUN  
THAT CELEBRATES  
SCULPTURAL CHIC.

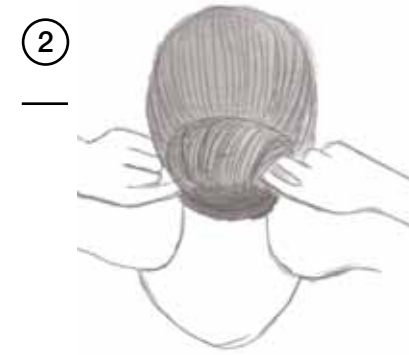


①



Create deep left side part. Brush hair into low ponytail at nape. Tame flyaways with a boar bristle brush and **Laque Noire**.

②



Divide ponytail in half. Take the right half and curl up and over the top of a 2" curling iron with the tail hanging to the left. Use left hand to hold roll in place against head. Your right hand hair pins inside roll to secure.

③



Wrap ends to the left and around the ponytail covering the elastic. Pin in place with bobby pins. Leave 3" of the ends out. Repeat with other half. Spray combined ends with **Laque Couture** and flat iron.

④



Mist entire look with **Laque Noire** to finish.



What you will need



Laque Noire



Laque Couture



Flat Iron

Day 03

# Waves À CÔTÉ

A SMOOTH, SEXY  
LOOK WITH AN  
ASYMMETRICAL EDGE.



①



Section off hair into nape (at the neck), middle (temple to temple) and top (crown). Take nape section and apply walnut size amount of **Mousse Bouffante**. Then round brush, twisting hair off to the right (Repeat for middle section (temple to temple) Brush the top section away from the face.



②



Create a side part on the left. Comb left side back and secure with a clip. Spray side to behind ear with **Laque Noire** and blow dry on high heat and low velocity to set. Unclip and secure left side lengths at nape of the neck with two bobby pins that cross.

③



Take all remaining hair on the right side and brush together, twisting to the right, and spray with **Laque Couture**. Softly rake through with fingers to separate slightly. Mist with **Laque Noire** to finish.

What you will need



Day 04

# La Pirouette

A DARING UPDO WITH  
INTRICATE SCULPTURAL  
ELEMENTS.



①



Gather hair into ponytail in back of head.  
Leave out fringe and sections at each temple,  
and both corners of the nape of the neck.

②



Apply **Elixir Ultime** to ponytail. Braid  
ponytail in a classic three strand braid with  
medium tension. Elastic to secure. Take  
small piece of ends and hold on to it while  
pushing the rest of the braid up.

③



Twist braid up and around the ponytail into a  
bun and secure with hairpins. Mist entire look  
with **Laque Couture** to finish.



What you will need



Elixir  
Ultime



Laque  
Couture



Bobby  
pins



# *the* Kérastase couture Book of Blowdry

Illustrated by Jessica Durrant

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