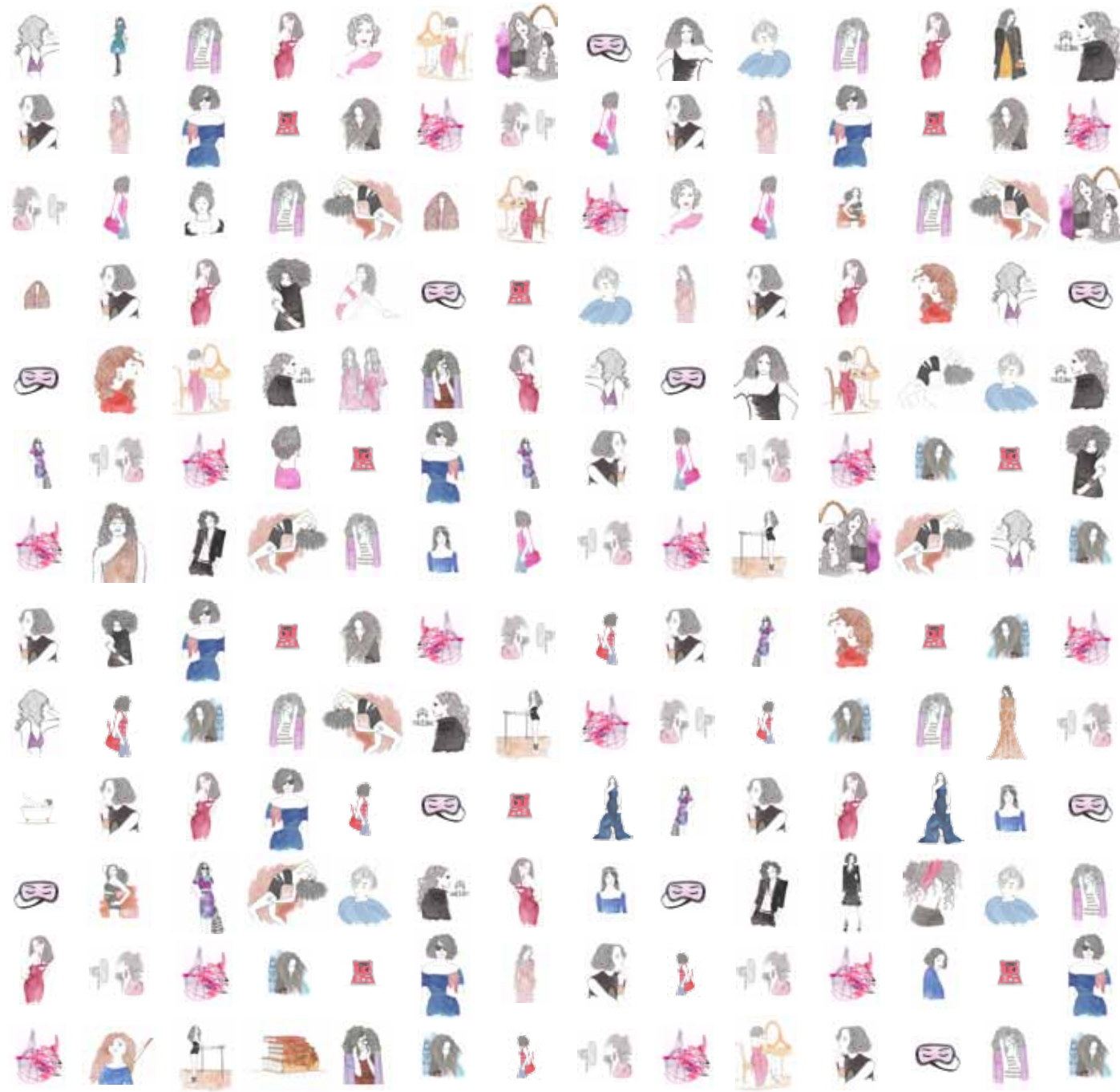


KÉRASTASE  
PARIS



The  
**BOOK** *of*  
**CURLS**

ALL ABOUT CURLY HAIR  
FROM A TO Z



For all those who want to celebrate the curly hair uniqueness,  
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 live their curls in perfect harmony with  
who they really are,  
For all of you, come a new curl era.



# *Tamed* CURLS, Untamed Femininity

After years and years of straight hair domination, the time for curls has come. Curls are everywhere, in every corner of the globe suggesting a new state of mind. Throughout time curls have been viewed as a sign of female strength, as can be seen from Greek Mythology, the Venus of Botticelli or the bold disco haircut from the 70s/80s. Over the years, curls have been synonymous with freedom: at times forbidden, they have always threatened conventions with their energy and their apparent freedom of expression.

In the 21st century, globalization and the fast spread of trends have put curly-haired beauties back in the spotlight. As different and unique as these individual women are, they have one thing in common: a huge personality represented by their hair, used as proof of their self-confidence. Today's curls are seen on runways, blogs and celebrities. A woman with curls is a powerful woman.

Women with curly hair learn to tame their curls from an early age, and are always on the lookout for the best advice: "How do I sleep with curls without them becoming a nightmare? What's the best haircut for the shape of my face? How should I dry my curls?" This book brings you the answers to all these questions and more. It is filled with a wealth of cultural anecdotes and stories of women with curly hair. In this way it is a real "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 1<sup>st</sup> Shape-in-motion  
cleansing conditioner  
for unruly curly hair  
by Kérastase



06

Its highly sensorial and low foaming texture has been formulated specifically to gently cleanse and moisturize while enhancing the natural shape of curls.

No silicone - No sulfate

# 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 1<sup>st</sup> shape-in-motion masque to control over voluminous and unruly curly hair. Its thick immersive texture will treat each fiber with care for a maximal volume reduction and frizz control of roots and lengths.



## 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.

07

TABLE OF CONTENTS



**A**  
Anatomie  
[Anatomy]



**B**  
Baigner  
[Bath]



**C**  
Classification  
[Classification]



**D**  
Diversité  
[Diversity]



**E**  
Envie  
[Envy]



**F**  
Fatale  
[Fatal]



**G**  
Galbe-en-  
mouvement  
[Shape-in-  
motion]



**H**  
Histoire  
[History]



**I**  
Icônes  
[Icons]



**J**  
Jour d'après  
[The day after  
tomorrow]



**K**  
K-Master  
[Kattia  
Solano]



**L**  
Linda Céleste  
Sims  
[Linda Céleste  
Sims]

TABLE OF CONTENTS



**M**  
Morphologie  
[Morphology]



**N**  
Nuit  
[Night]



**O**  
Outils  
[Tools]



**P**  
Permanente  
[Perm]



**Q**  
Quantité  
[Quantity]



**R**  
Romantique  
[Romantic]



**S**  
Sécher  
[Dry]



**T**  
Tonique  
[Tonic]



**U**  
Ultra-  
Sophistiquée  
[Ultra-  
Sophistiquée]



**V**  
Volume  
[Volume]



**W**  
Week-end  
[Weekend]



**XYZ**  
Zéro ennemis  
[Zero enemies]



# A

## Anatomie

*[Anatomy]*

### Curly hair structure analysis

01

## Bulb SHAPE

Curly hair root has the specificity to be shaped like a 'golf club' which produces an irregular twisted fiber, 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 DISTORSION

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

04

## Cuticle IRREGULARITIES

The cuticle of a curly hair has an irregular thickness along the fiber creating weakness points at torsions where it is thinner. What doesn't kill you makes you stronger!

# B

## Baigner [Bath]



## How to perfectly wash curly hair?

You wake up at dawn: it's time to wash your hair but you're feeling lazy. You don't want to spend hours under the shower applying first one product, then a second, then a third... You're afraid of tangling your curls and then detangling them with painful combing. These are the obstacles every curly-haired woman faces when she washes her hair. But how about turning this tiresome chore into a luxurious, 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 a maximum of 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 fiber. Repeated classical washes can prove too harsh on curls and weaken this layer. The fiber becomes dry and rigid. Moreover, the delicate texture of curls means also delicate gesture. Repeated frictions generated by the traditional shampoo are one of the worst enemies of curl discipline. Frictions break fiber 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 cleansing conditioner is a new formula that combines a gentle cleansing action with highly caring agents. Formulated with no sulfate and no silicone, it preserves the beauty of curls and enhances hair fiber quality. Its smooth texture delicately coats and protects the fiber, preventing friction from building up. Curls are soft and perfectly moisturized. They are lively, defined and perfectly shaped.



## How to apply a CLEANSING Conditioner?

If you are a curly-haired woman, there is the recommended ritual to follow to perfectly wash your hair and optimally use the cleansing conditioner.

1



Take 4-6 pumps of cleansing conditioner depending on the length of your hair.

2



Apply cleansing conditioner to wet hair, directly on your scalp, using circular massage movements to remove any impurities.

3



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

4



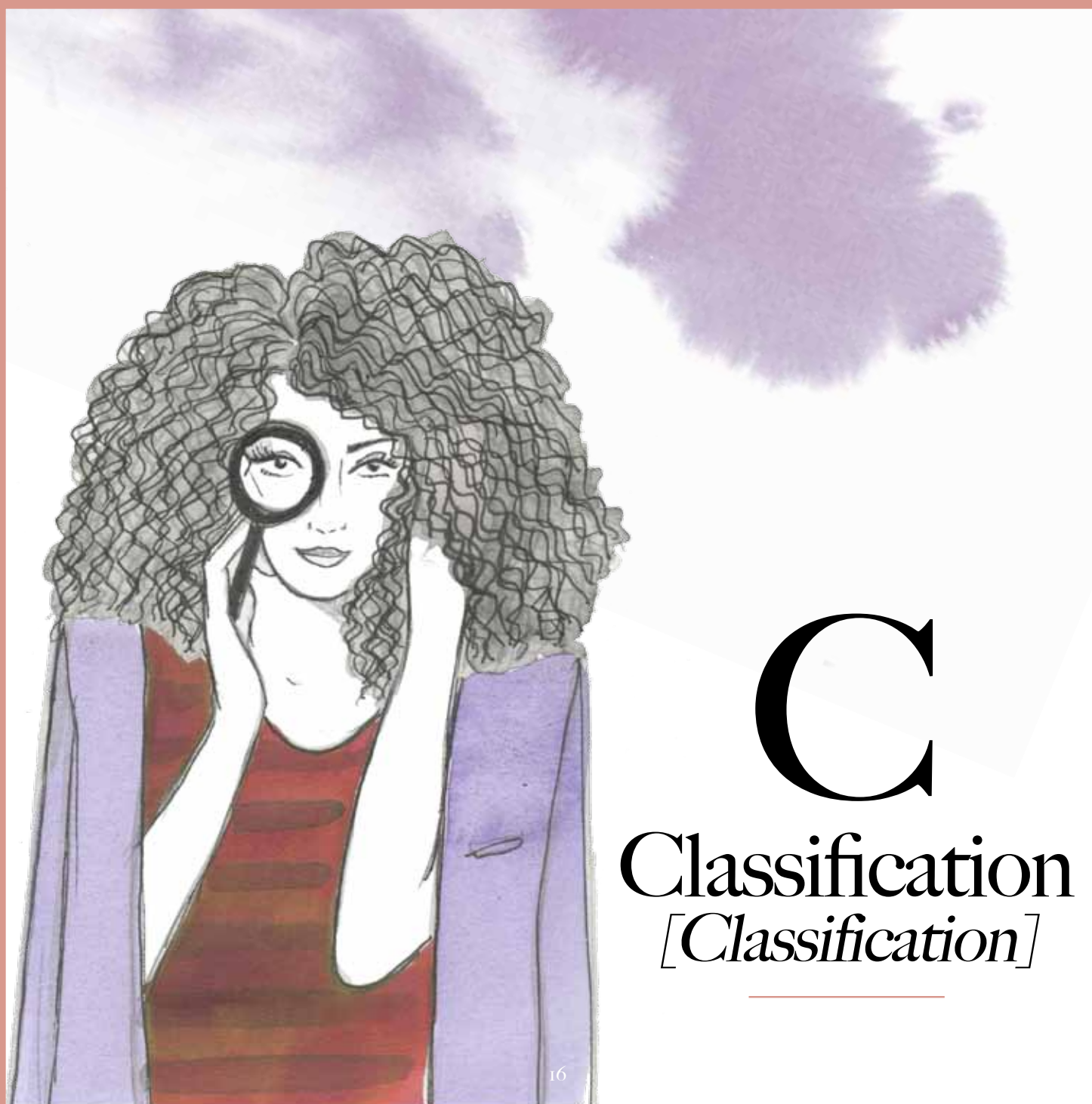
Use a large detangling comb to help spread the cleansing conditioner and gently detangle curls. Leave in for 2 minutes.

5



Rinse abundantly and repeat a second time for best results.





# C

## Classification

*[Classification]*

## The universal classification OF HAIR DIVERSITY

Hair types were traditionally classified according to their ethnicity: African, Asian and Caucasian. An investigation by L'Oréal in 22 countries on 7,500 women identified 8 different frizz-levels, relating to the morphological patterns of fibers: curve diameter and number of curve repetitions.

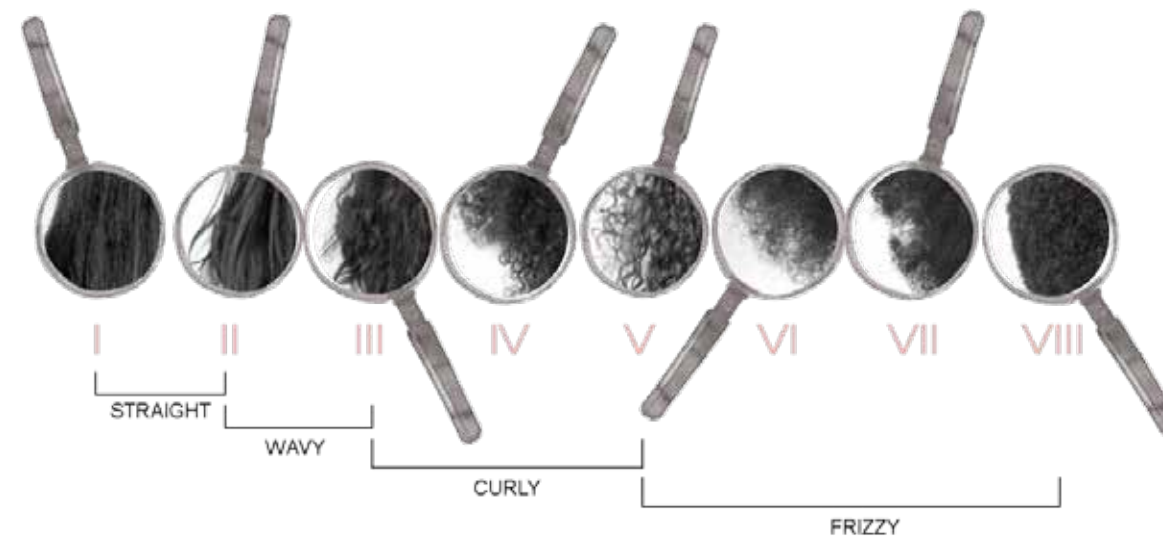
### How to identify MY HAIR TYPE?

If you answer yes, collect 5 points

- 1 I can't run my finger from my roots to the tips.
- 2 I can't separate one curl from another.
- 3 My curls start at my roots.
- 4 I can put a pen inside a curl.
- 5 I find my hair too voluminous.
- 6 My scalp tends to be very dry.



5 points : I-II type  
 10 points : III type  
 15 points : IV type  
 20 points : V type  
 25 points : VI-VII-VIII type





# D

## Diversité [Diversity]

## Curls around the world

There are as many types of curls as there are curly-haired women. Today's multicultural world embraces all kinds of curls; the borders between frizz, curls and waves are no longer so rigid and the ancestral beauty secrets have traveled far and wide. Each woman can choose her own type of curl and benefit from the current trends to wear the curl which suits her. Pluralistic beauties in a pluralistic society can give rise to a range of emotions.



*Cathy*

**Cathy**, a young English woman recently arrived in London, her mind filled with the romance of Emily Brontë's and Jane Austen's novels. Cathy's loose, soft red curls frame her face, enhancing her delicate 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 from Camden Flea Market. She always carries two pens in her handbag ... one to take notes with, the other one to tie her hair up with. To give her fine curls better definition, Cathy does not hesitate to add a drop of Curl Fever blended in with Oléo-Curl.



*Gabriella*

**Gabriella**, 28, grew up in Sao Paolo. While her friends prefer to focus on their dream bodies, Gabriella considers her long, curly hair to be her greatest asset. She believes her large, beautifully defined curls perfectly encapsulate her fiery temperament. To nourish her curls properly, Gabriella generously coats her hair with Elixir Ultime oil, allowing it to set overnight, covered in a scarf.



*Mina*

**Mina**, 35, is passionate about geopolitics and lives in Washington. Her curls, a key element of her determined character, have helped her establish herself in the predominantly masculine world of journalism. But her frantic lifestyle, and her numerous trips, allows her little time to care for her curls.

Mina gambles on the perfect hairstyle for her curls, so that she can look impeccable all the time. She regularly visits her hairstylist Andrew, a master in the technique of "piquetage" (or texturing), the best ally for curly hair.



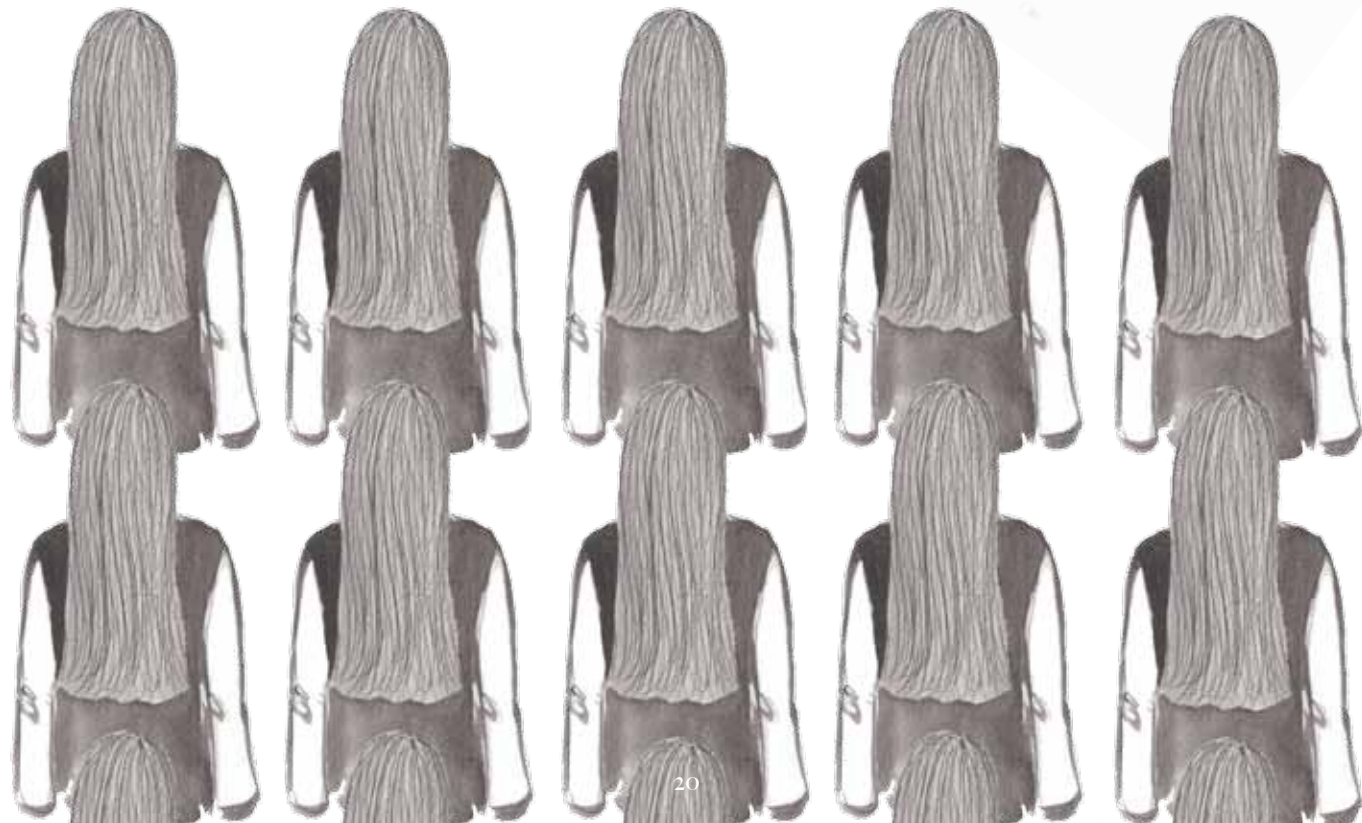
*Jian*

**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 a perm. There's no more risk of confusing her with her sister. She is so happy with her new curls. She has been working at Vogue China for six months now, where she discovered the return of the curl through some of the world's most influential designers, on the European runways of Milan and Paris. To keep her perm soft and supple, Jian uses the sulfate- and silicone-free Curl Idéal Cleansing Conditioner.

# E

## Envie

*[Envy]*



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

The world of straight hair envies your curls. You may be focused on your imperfections, but the rest of the world views you differently. You are a symbol of freedom, of beauty and of strength. Women with straight hair respect your curls, seen as both an object of desire and an expression of a strong temperament. The world's collective imagination imbues curly-haired women with numerous attributes, prompting jealousy on many occasions.



- Working girls watch you sweep your hair up into a bun with a pencil and are flabbergasted.
- You are envied for your natural and lasting volume.
- You are envied for your natural and easy hair accessory which gives you a unique look, even when wearing jeans and a T-shirt.
- Your curls ooze an independent, singular personality: You embody Women's Liberation!
- You are instantly assumed to have a fiery temperament.
- Your parents could never give you a horrible pudding bowl hair 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 roll 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, you can spot your voluminous curls miles away!
- You and only you could channel the 80s successfully: gold lamé leggings, a streak of eyeliner, and your hair as the ultimate accessory.



Bain  
Fluidéaliste



Fluidéaliste



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



# F

## Fatale

[Fatal]

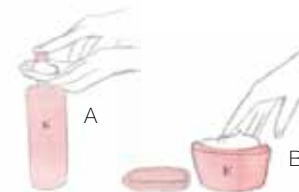
### Step-by-step for volume control and supple curls

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.



10 MINS

1



CARE ROUTINE :

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

2



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

3



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

4



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



Cleansing Conditioner Curl Idéal



Masque Curl Idéal



Oléo-Curl

K

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



# G

## Galbe-en- mouvement

*[Shape-in-motion]*

---

GALBE :

## Le profil gracieux D'UNE COURBE

*[The gracious profile of a curve]*

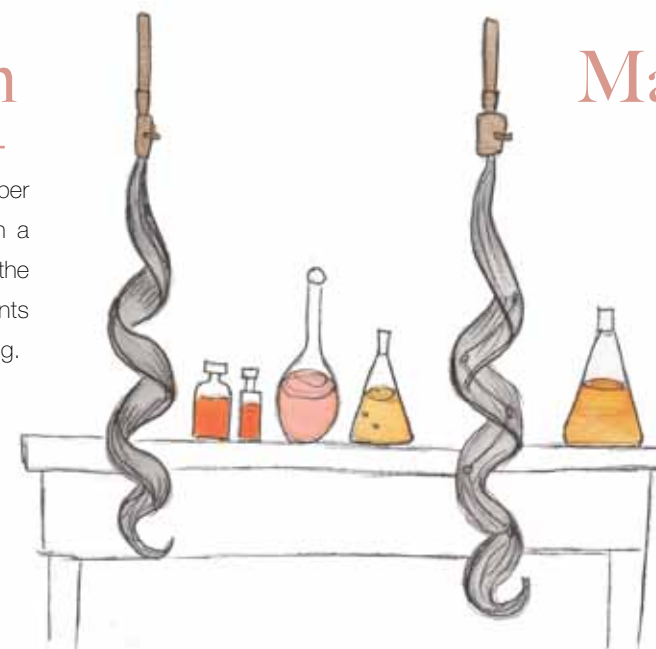
---

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

---

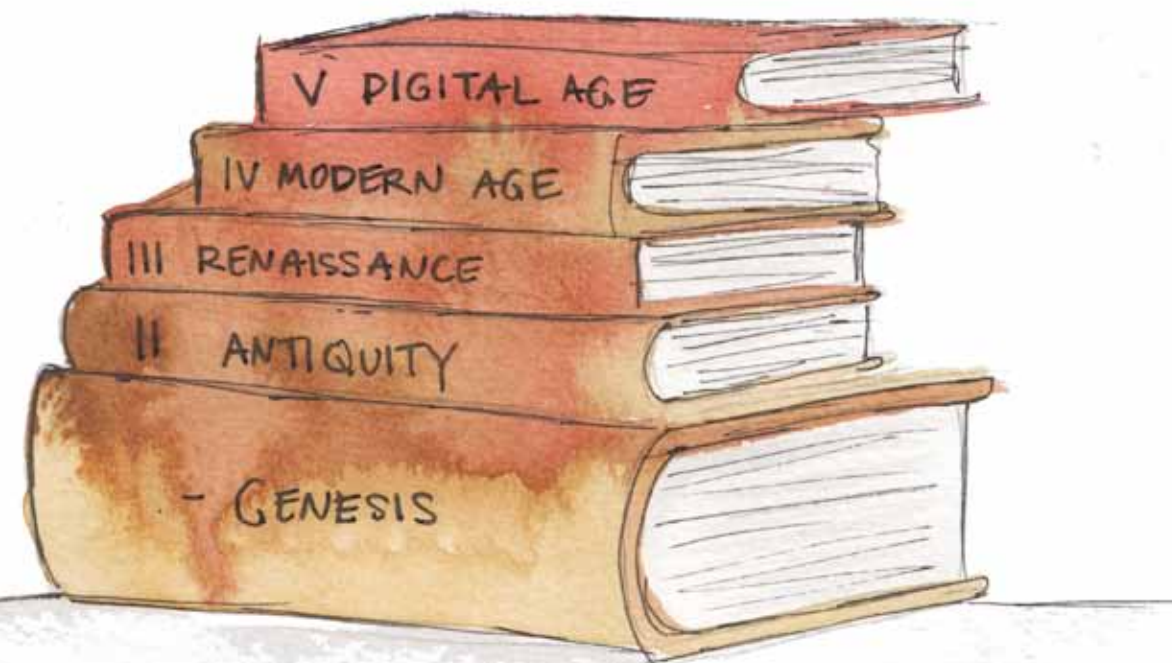
A defined curl has perfect fiber cohesion that shapes it in a unique spiral. Its harmony is the result of regular torsion points every time the curl is spinning.



### Manageability

---

The ideal curl relies on an extremely supple hair substance with reinforced torsion points. It is a curl that can absorb any movement.



# H

## Histoire [History]

## Curl evolution in History

Since time immemorial, curls have been considered as the most natural way of representing hair. Throughout the ages and different civilizations, and despite passing fashion trends, the curl has always been synonymous with beauty. From the Babylonians to Clovis, curls have held a prominent place. Whether free or tightly controlled, the curl has played an intrinsic role in the history of women and of fashion. Curls, which are synonymous with freedom and ardor, have at times been praised to the skies, at times forbidden ... but never forgotten nor ignored. A symbol of emancipation and of power, curls have often been associated with indomitable and rebellious women.



### Ancient Greece

"And from his head she made the locks to flow in curls like unto the hyacinth flower". This quote from Homer's *Odyssey* translates the beauty of the curl as a mythological symbol. The depictions of Aphrodite show the goddess of beauty with her flowing curls gently held back from her forehead. The curl goes on to play a prominent role as a sign of refinement and aestheticism in Ancient Greece. Greek civilization inspired the whole world, showing this natural and simple way which women had of wearing their flowing wavy hair, cascading over their shoulders.



### Renaissance

The Renaissance was an intellectual, cultural, philosophical and religious revolution which also gave rise to a change in customs, including hairstyles. The hairstyles reflect the independence of thought characteristic of this period. Men as well as women wore their hair long; curls were praised and worn freely. This period is also associated with the eccentricity and madness of wigs, which sometimes reached several meters in height, showcasing the curl as the latest trend at court. The higher and more exuberant the wig, the more likely the wearer was to reach heaven and establish a position of power.



### The Middle-Ages

The Middle-Ages was the period following the decline of the Roman Empire and the victorious conquests of the Germans. The latter placed much importance on their hair as a symbol of power. Eleanor of Aquitaine played a key role during this era, moving between the kingdoms France and England. First she married the King of France Louis VII, then Henry Plantagenet, the future king of England Henry II, reversing the balance of power by bringing her lands first to one and then the other sovereign. Beautiful and curly-haired, she held sumptuous court in Aquitaine, and played an important political role in Medieval Europe.



### Disco

The disco era really pushed style boundaries: Neon, lurex, glitter and sequins, all were permitted, sometimes all at once! The queen of disco, Donna Summer, had either a short, curly bob, or wore her curls in long waves, and it's impossible to separate her hairstyles from this joyous, musical movement. Each curl moving to the rhythm of the latest Gloria Gaynor hit, carefree and flowing.



# I

## Icônes [History]

“Would Marilyn Monroe have been, and still be today, the epitome of glamour if she had had straight hair, or her voluptuous curves had not been so at one with her captivating curls?”

## Gallery of curly icons

We all have images of certain curly-haired women whose aura transcends the passing of time. These women have inspired us, and something tells us that their curls played no small part in that.



**Marie-Antoinette**  
Queen of France

Would Marie-Antoinette be the icon who continues to inspire us, if she hadn't worn her curls so impetuously, disregarding the strict rules of her time, and prancing about the Petit Trianon?



**George Sand**  
Writer

Would George Sand have been able to establish herself as a woman of character, fighting with her words to defend women and fight against the prejudices of a conservative society without her brown curls, yet another form of opposition to the norms of the era?



**Sonia Rykiel**  
Fashion Designer

Would Sonia Rykiel be such a prominent figure of Saint-Germain des Prés, a symbol of fashion made for women by a woman who understands them without her short, frizzy, red cut? A couple of strokes of the pencil and the Rykiel look appears.



**Sarah Jessica Parker**  
Actress

Would Sarah Jessica Parker be SJP, Carrie, this legend, the ultimate single, independent New Yorker if she had not had stylish and insolent blond ringlets?



**Beyoncé**  
Singer

Would Beyoncé have been baptised "Queen B" without her lioness mane to accompany her music?



**Merida**  
Disney character

Would Merida have been called "Brave" if Disney studio did not spend 90 years to finally create a curly-haired princess? It actually tooks three years for the Pixar teams to animate the 1500 curls of Merida's hair. Brave designers !



# J

## Jour d'après [Day after tomorrow]

### How to deal with your curls in 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.



1 Spray your hair with water.



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



3 Roll your curls around your finger.



4 Pull it lightly and repeat steps 3-4.



Oléo-Curl

K

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



# 01

## A Classy and GLAMOROUS STYLE



1



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

2



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

3



Continue twisting and pinning your hair across into mini buns.

4



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 of your curls in a big messy bun, 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 to do and no one will notice it only took 5 minutes. Spray your hair with a bit of water. Apply some **Oléo Curl** on the tips. Then, twist three big strands of hair and wrap them together. Secure the end with bungee bands (see. Outils 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's 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 hairdresser's 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 issues? 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.

K

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



Cleansing  
Conditioner  
Curl Idéal



**L**  
**Linda Céleste Sims**  
*[Linda Céleste Sims]*

**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.

# M

## Morphologie [Morphology]

Each face is beautiful in its own way, and it's up to you to choose the haircut that will enhance it. There are some general guidelines to follow, depending on the shape of your face. A haircut which suits your face will improve your overall look. Luckily our era allows for a whole range of different looks and fashions. The way your curls fall is mainly defined by your haircut. But before taking the plunge, don't forget to ask your hairstylist to use "piquetage" (or texturing), a technique which respects your curls and allows you to give them the shape you want.



### The Delicate ROUND



You might think that a round-shaped face is a disadvantage, but it's not the case at all. Faces which are as long as they are wide allow for many different hairstyles. The ideal haircut is a short, curly bob like the American model Arizona Muse: she frames her face while balancing the curves of her cheeks with the movement of her curls.

### The Perfect OVAL



According to hairstylists, this is the perfect shape: lucky you! Your hairstyle shouldn't hide your face, but flaunt it. You can wear all styles, even short hairstyles. Choose a style which enhances your face, to highlight its harmony; a short boy cut, with short, textured bangs 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 that's structured, but not too sharply defined. Long haircuts are made for square-shaped faces. Curls worn the length of your hair allow for a certain softness, allowing you to mask a strong jawline with rebellious curls, toning down the volume around your face. A shoulder-length cut is ideal.

### The Stately RECTANGLE



Long and angular, this face is a longer version of the square shape. Medium-length and long hairstyles suit you perfectly, as long as they allow soft wispy bangs, not structured bangs to sweep your forehead. Volume and movement thanks to long, soft curls are the best bet for you.



Wearing bangs or side-swept bangs with your curls:

- Avoid very short bangs
- Mix just a touch of **Curl Fever** with **Oléo-Curl** Crème to give the right amount of movement, apply a small quantity with the tips of your fingers.
- Long side-swept, or textured bangs suit curly and supple hair, which are easier to wear. These are ideal when layered or worn to the side, allowing for a structured look while maintaining the wild, unruliness of your curls.



# N

## Nuit [Night]

---

## 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.

# 01

## 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.



5 MINS



1 Flip your hair and make a very high ponytail.



2 Lift your head and roll the ponytail around the base.



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



4 Keep the bun all night and sleep on your satin pillow.

# 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.

PS : To try only when your boyfriend is away...



10 MINS



1 Take a strand and twist.



2 Make a big chunk with the twisted strand.



3 Repeat the two first steps 4-5 times.



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



# O

## Outils [Tools]

### Tools must-have for curly hair

## O1

# 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.



## O2

# 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.



1



Take two clips and cross them by your roots.

2



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 re-brushing hair the next day. It allows you to reposition the curls, preserving their shape, without loosening them too much.



1 Push your roots up.

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

# 04

## Microfiber TOWEL

The microfiber towel is a key tool and helps reduce frictions for a towel-dry. Gently squeeze hair with the towel without rubbing so that you don't break your curls.



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

2 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 fibers. In short, the diffuser makes your curls very well-defined and bouncy.



# 06

## JAW CLIP

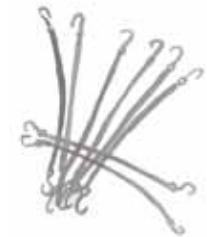
Use a jaw clip to keep sections of your hair out of the way while you are styling or even taking care of each of your curls individually.



# 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.







# P

## Permanente [Perm]

## Perms are back !

Perms are no longer synonymous with the 80s or the Queen of England and are making a comeback as a major beauty trend. American actresses initially plumped for the soft wave, but perms are now back in fashion and paraded all over 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: Asian women are particularly crazy about them! 21% of Japanese women and 17% of Chinese women have tried and adopted the perm. 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 for obtaining beautiful, well-defined curls full of bounce. As long as you respect the golden rules:

### Before opting for a perm :

- Depending on your hair type and the perm you want, you won't be able to exceed a certain amount of perms per year. Don't 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; they will give you the perfect advice and suggestions.

### In the days following your perm:

- After your visit to your hairstylist, do not wash your hair for 48 hours. After a perm, your hair is very fragile and needs some time to rest and adapt to its new treatment.
- Do not use a comb in the first 48 hours: use your fingers to style your curls instead. Once this time period has passed, use a large-toothed comb to prevent your curls from breaking.
- Do not wear your hair tied up in a ponytail for the first few days: let your curls flow free so they don't lose their shape, 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 ally for your permed hair: washing and nourishing them gently, while strengthening the capillary fibers exposed to the chemical treatment. In order to reinforce the nourishing power of the cleansing conditioner, let it sit for 2 to 3 minutes.
- To maintain and sculpt your curls every day, you can use the **Mousse Curl Idéal**, to add energy and tone whilst retaining a supple and soft fiber.
- Do not blow-dry your hair: let them dry naturally or use a diffuser at a low setting (see chapter Drying). Always apply a hazelnut-sized dollop of **Oléo-Curl** Crème or an orange-sized amount of **Mousse Curl Idéal** for perfectly defined curls.
- Cut your hair every 4-5 weeks to conserve its beauty and refresh the tone of your curls.



# Q

## Quantité [Quantity]

## How to dose your products?

As Leonardo da Vinci said, "Details make perfection, and perfection is not a detail", something worth thinking about when it comes to your curls and choosing the right amount of product to apply, and when the 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 use so little that the effect is disappointing? Without bringing out the kitchen scales here are a few tips to quickly and skillfully measure your product!

This whole question about quantity particularly concerns women with curly hair: for a long time their biggest problem was getting through a single bottle of conditioner in one week, while their shampoo bottles lasted for months at a time. Fortunately for them, no more compromise or waste is required thanks to the cleansing conditioner which offers a perfect alternative to this problem: a cleansing product without sulfates or silicone, which coats the hair fibers to reveal natural, contoured curls.

However, this is not the only way to sculpt and define your curls, here are some simple guidelines on how much product to use for best results (for medium-length hair).

### Cleansing conditioner Curl Idéal



### Masque Curl Idéal

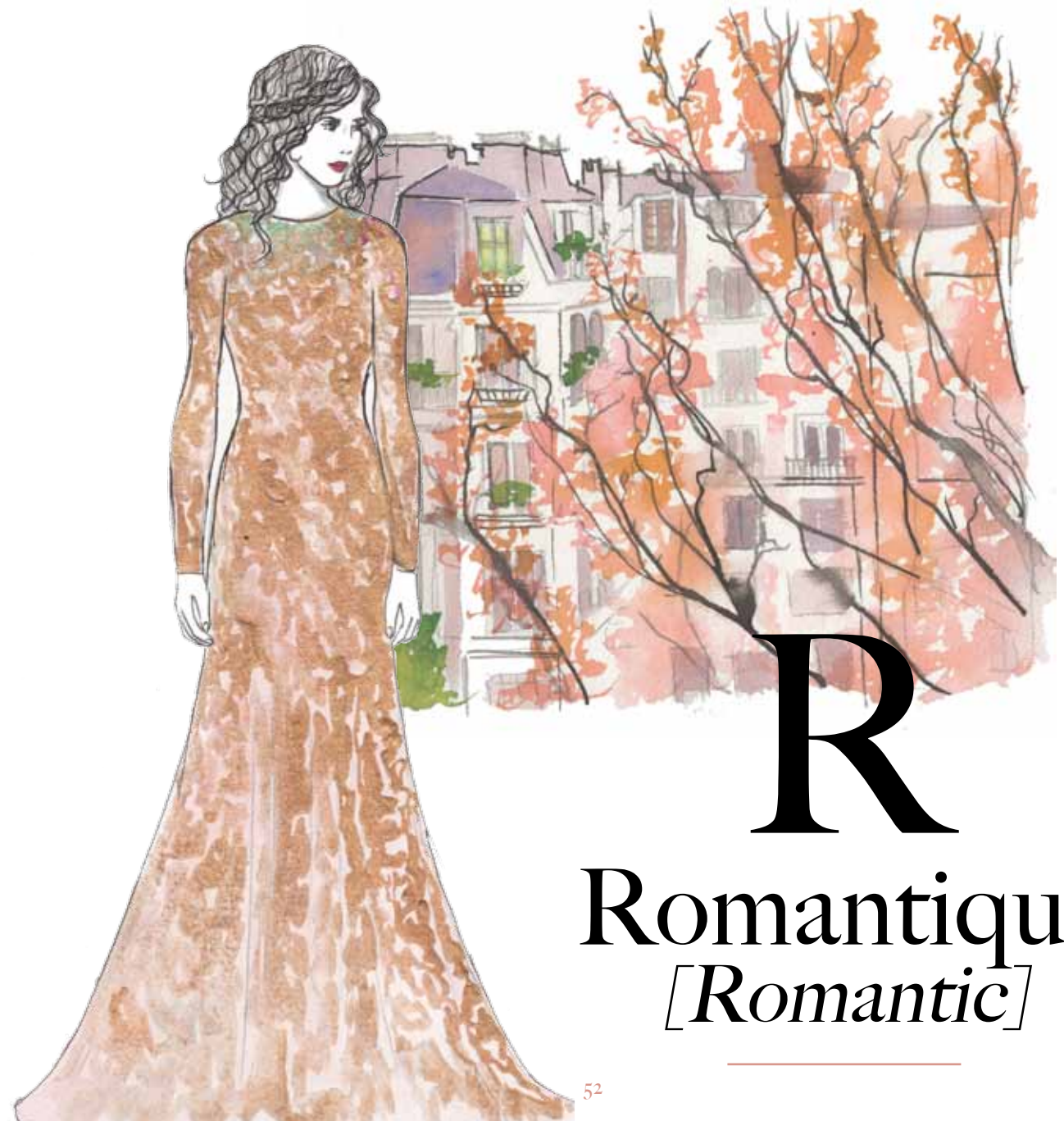


### Leave-in Oléo-Curl



### Mousse Curl Idéal





# R

## Romantique

[Romantic]

### 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.



1



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

2



Use the diffuser.

3



Randomly select curls and tease the hair upward.

4



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

5



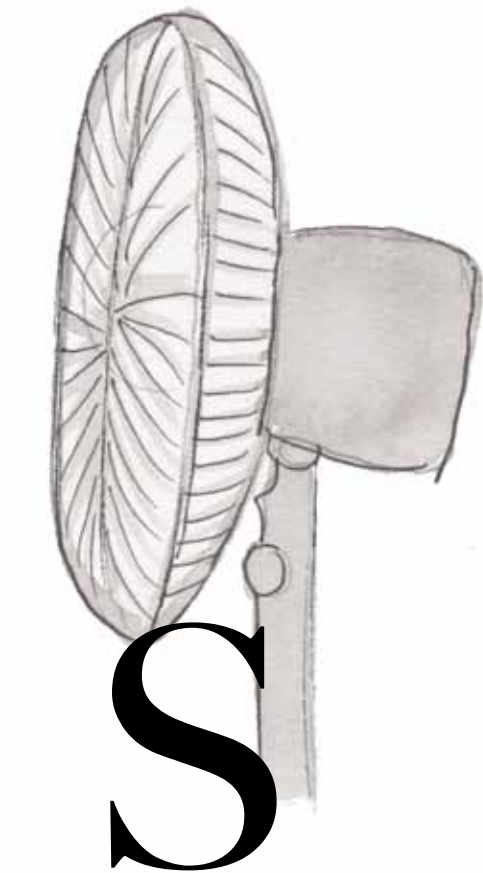
Cross the braids on top of your head and pin them in place behind your opposite ear.

K

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



Mousse Curl Idéal



# S

## Sécher [Dry]

## How to dry curly hair ?

Your hair is washed, 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.

1



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

2



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

3



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

4



Finish by drying the ends.

K

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



Mousse  
Curl Idéal

## 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. Use your favorite Lanvin T-shirt if you want to use the plop as a fashion accessory.

1



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

2



Apply it on wet hair to saturate your curls.

3



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

4



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

5



Tie the shirt sleeves in a knot behind your head.

6



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.

## 03

# 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.

K

- 1 - Remove any excess water with the microfiber towel. See Outils chapter.
- 2 - Apply a leave-in product like **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!



# T Tonique [Tonic]

## 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 MINS

1



Remove any excess water with the microfiber towel

2



Take some **Mousse Curl Idéal**. Apply it on wet hair.

3



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

4



Diffuse your hair starting from the tips.

K

Remove the excess water carefully with a microfiber towel so as not to weigh down the fiber and loosen the curls too much.



Mousse  
Curl Idéal



# U

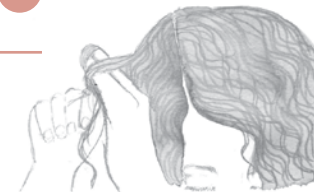
## Ultra-Sophistiquée [Ultra-Sophisticated]

### 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.



1



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

2



Rake through curls using your hands to separate the curls.

3



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

4



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

5



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

K



Oléo-Curl

Use one finger for tight curls, two for medium curls and three for larger curls.



# V

## Volume

[Volume]

### 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

1



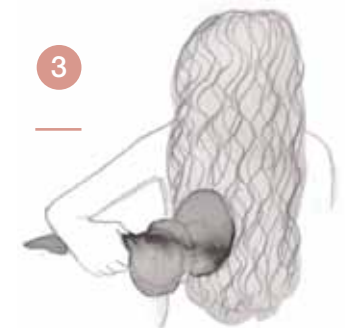
Dry it upside down so that the roots fall away from your scalp. Use the diffuser with the hair dryer set at speed 1 only.

2



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

3



Continue the process to the ends of your hair.



# 02

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



**1**  
**CARE ROUTINE.** Take 4-6 pumps of cleansing conditioner. (For more details, cf Baigner).



**2**  
Use a large detangling comb on your wet hair.



**3**  
Take some **Masque Curl Idéal**.



**4**  
Apply it to your roots.  
Rinse and style as usual.



**K**

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

# 03

## The put-your-lengths-down METHOD TO CONTROL THE VOLUME ON TIPS



**1**  
Spray water on each separated part of your hair.

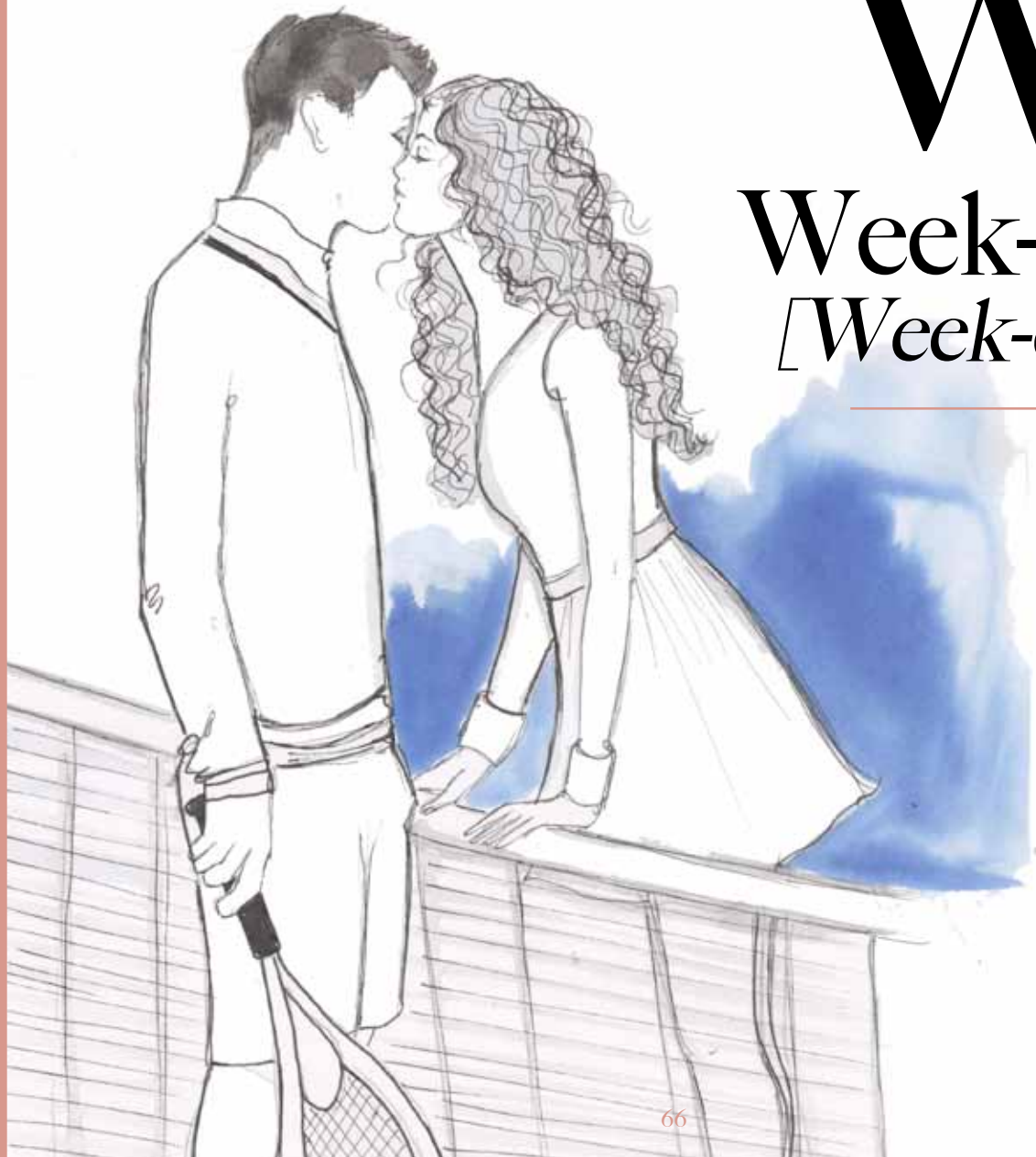


**2**  
Apply **Oléo-Curl** on the lengths only.



**3**  
Do as many pieces of hair you want depending on the degree of definition you are looking for.





# W

## Week-end

*[Week-end]*

## 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 source of seduction, so go forth happy and confident to explore the 3 following places:

### 01

#### Zen Idyll Under Cherry Blossoms

You can discover the country of Geishas and all the authenticity of its romanticism. Don't fear the humidity, a few drops of Oléo-Curl will keep you zen and maintain 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, looking deeply into your beloved's eyes, who in turn 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, Grace Kelly style. With your 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

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 deserted island:

- ⊙ **Cleansing Conditioner Curl Idéal** (Travel Size)
- ⊙ **Your choice of leave-in product: Oléo-Curl (ts)/Mousse Curl Idéal**
- ⊙ **Your Silk Negligée**
- ⊙ **A Second Satin Nightgown** (If you can't take your satin or silk. Pillowcase with you, slip an extra nightgown into your bag which you can then use to cover your hotel pillow and maintain the shape of your curls after each night, however short it might be #iwokeuplikethis)
- ⊙ **Your Book Of Curls**



Black sunglasses



A pair of high-heels



A red lipstick



Your favorite flap bag



Sexy lingerie



A trench-coat

# The silky scarf LOOK

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



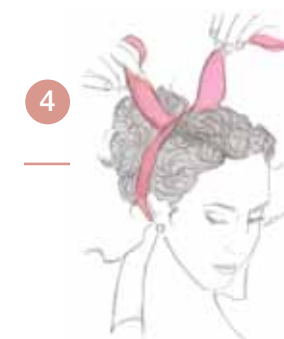
1  
Take a section of hair near your left temple and twist it around your finger.



2  
Continue twisting and pinning your hair across into mini buns.



3  
Finish the style by pinning the final sections of hair at the nape of your neck.



4  
Knot the scarf around the bun.



5  
Knot the scarf around the bun.



# XYZ

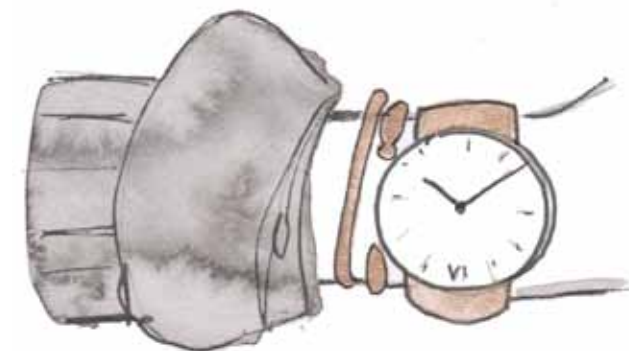
## Zéro Ennemies [Zero Enemies]

## How to fight against all curls enemies ?

The moment before you step outside is always nerve-racking. What state will your curls be in after facing your "greatest enemies?" Natural enemies, of course... but enemies nonetheless! Wind, humidity, the sea, rain or even wearing a helmet can wreak havoc with your hair. But certain care products and tips will allow you to face life in the open air with calm, and live in harmony 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 to have 48 hours in a day, but this is impossible. So it's important to minimise time spent on long and laborious caring for your hair. The cleansing conditioner is the solution: thanks to a product that doubles up as a shampoo and conditioner you can half the time for your hair care routine. On top of that, as explained in the Sécher chapter, you need no longer fear letting your curls dry naturally, on one condition: apply a bit of leave-in **Oléo-Curl** for nourishment and definition.



### Brushing your hair

If you are struggling to brush your beautiful natural curls, stop immediately. Curly hair should never be brushed with 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 incorrectly will flatten your curls and rob them of their natural bounce. To avoid this type of inconvenience, make adding **Masque Curl Idéal** to the roots of your hair a part of your daily routine, to ensure controlled volume even under your hat. In order to avoid frizz when you remove your hat, spray a light coating of **Laque Couture** on the top of your head. Otherwise, just opt for a tiara!



### Rain and tropical climates

Curly hair loses its sebum on the tips, which play an important anti-humidity role. In fact, without it the hair fibers are porous. When they come into contact with water, they become moss-like, making your hair look frizzy. To face this natural enemy fearlessly, there are two fool-proof methods: a dollop of **Oléo-Curl** or **Curl Idéal Mousse** applied before drying will create a waterproof barrier, and don't forget your most attractive umbrella before going out for a walk through Paris.



### The swimming pool

Chlorine is the enemy for all types of hair: it causes colour to fade and severely damages its natural structure. Remember to always wear a swimming-cap, preferably with a vintage look to maintain your style and confidence in the water. You should 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.

## my curls notes

---

---

---

---

---

---

---

---

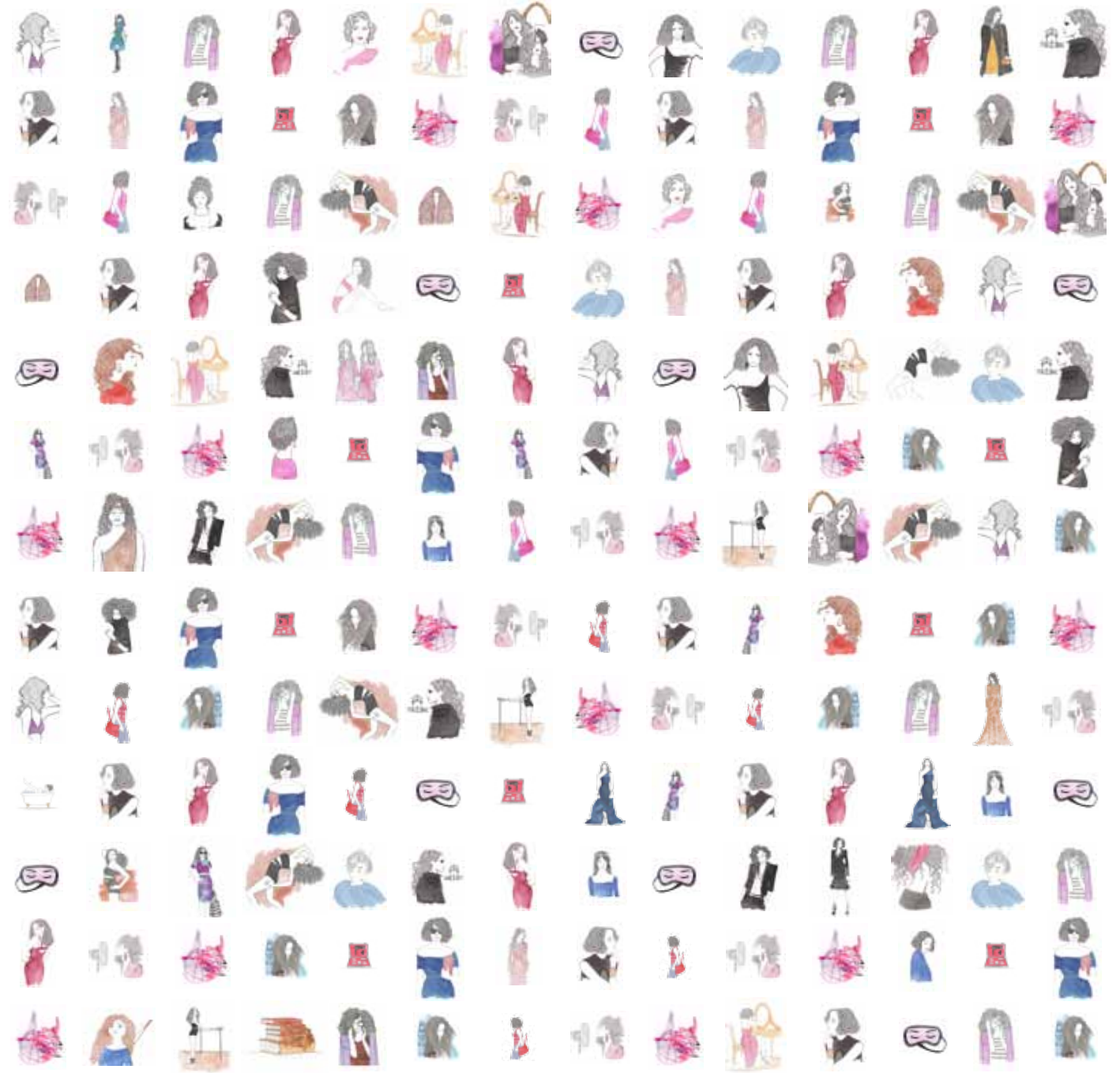
---

---



# *the* Kérastase Book of CURLS

Illustrated by Jessica Durrant



# KÉRASTASE

PARIS



@kerastase\_official

#Kérastase

#myidealcurl

[www.kerastase.com](http://www.kerastase.com)