



Kebelo
FOUNDATION OF BEAUTIFUL HAIR



BRAND PRESENTER
2015





SMOOTH **BOUTIQUE** HAIR CARE **BRAND**

The journey began by pioneering professional smoothing, it then continued with four unique ranges; designed to create smooth texture for all hair types. Laying the foundation of beautiful hair.

We work with a select group of salon partners and are able to offer the support, education and focus that is uniquely available when working with a boutique brand. Creating strong relationships, an even better client experience, and an increase in salon profits.

Kebelo equals smooth healthy hair as well as a healthy smoothing business.

ADVANTAGE IN-SALON SMOOTHING

Kebelo ADVANTAGE is the first in-salon treatment to provide smooth, frizz-free and healthy hair from just one hour, giving results that last for up to a 100 days. With a RRP of £99 including more than £40 of maintenance products, Kebelo has made professional smoothing an affordable, everyday must-have for all salon clients. According to an independent study, 86% of female salon clients feel their hair is too frizzy, unmanageable and takes too long to style. Kebelo ADVANTAGE answers this demand by providing the holy grail of hairdressing, hair that is frizz-free, easy

to manage, has great movement and is so vibrant it shines with health and vitality for up to 100 days.

The Kebelo ADVANTAGE smoothing treatment is completed in three steps; cleanse, treat and maintain. These three simple steps give women the hair that they have always wanted, unlike permanent straightening and brazilian/keratin systems which give one poker straight style. Kebelo ADVANTAGE is for 86% of all female clients. One of the many reasons why Kebelo is today the leading in-salon smoothing brand in the UK.

CLEANSE



Kebelo clarifying shampoo
Prepares hair by removing build-up and opening the cuticles. This unique cleansing experience leaves the hair de-tangled, soft and completely cleansed.

TREAT



Kebelo ADVANTAGE treatment
ADVANTAGE is the most advanced formula available. The carbocysteine strengthens, repairs and revitalises each strand from deep within. Whilst the botanical proteins seal and replenish each cuticle. Completed from 1 hour, hair is left smooth, shiny, frizz-free and easy to manage for 100 days.

MAINTAIN



Kebelo hair care maintenance products
As part of the treatment we recommend either the Enriching or the Revitalising range, consisting of shampoo, conditioner and a weekly masque. These are always included as part of the ADVANTAGE experience and will maintain and ensure that hair stays smooth, glossy and frizz-free for even longer.

THE 10 APPLICATION STAGES

- 1

CONSULTATION
The consultation stage is key to the success of ADVANTAGE. Use the branded consultation guide and
- 2

CLARIFY
Opens the cuticles, cleanses the hair whilst leaving it soft, de-tangled and easy to work with. Repeat
- 3

SECTION INTO 10 EQUAL SECTIONS
Part the hair in the middle and then divide each side into 5 equal sections, ensuring full application coverage.
- 4

ADVANTAGE APPLICATION
Apply using a zig zag application method. Massage thoroughly into the hair.
- 5

ROUGH DRY SMOOTH CUTICLES
Rough dry using a round or paddle
- 6

V-SECTIONING
Section hair into 4 equal sections, then halve each section, leaving you with 8 perfect V-sections for optimum infusion.
- 7

INFUSING
Adapt this stage depending on general health of hair, hair type and previous hair treatments. Please see table as guide.
- 8

COLD BLAST FOR 5 MINUTES
Cold blast the hair for 5 minutes as this will speed up the de-activation process.
- 9

RINSE FOR 5 MINUTES
Rinsing the hair for 5 minutes will
- 10

SHAMPOO & CONDITION
Shampoo & Condition twice using one of the two recommended Kebelo ranges. Demonstrate portion control to your client.





DON'T TAKE OUR WORD FOR IT

Proof is in the performance. Here are just a few of the reviews shared by ADVANTAGE clients.



BEFORE



AFTER

“Now I look at my life in two ways, before and after ADVANTAGE. I’m on my fourth treatment”

SANDRA ELDSFORD - MANCHESTER



BEFORE



AFTER

“I used to plan my life around the rain, now I’m weatherproof! I simply love it”

ALLY DOUGLAS - EDINBURGH



BEFORE



AFTER

“From straw to silk, and the shine, WOW! There is just nothing else like it!”

ALESSIA DE LUCA - LONDON

THE BENEFITS
100 DAYS OF BEAUTIFUL HAIR

- A unique foundation treatment
- Suitable for all hair types
- Creates healthy, smooth, frizz free & shiny hair
- Carbocysteine technology; repairs the bonds
- From 1 hour to complete
- RRP from £99 includes over £40 of maintenance products
- Meets the needs of 86% of clients
- Builds a repeat treatment client base
- Generates the same profit as a colour service



ADVANTAGE, same cash profit as colour
LET'S BREAK IT DOWN ...

	ADVANTAGE	Colour
Example RSP*	£99	£45
Less VAT	£82.50	£37.50
Cost of product	£39.95	£5.70
Cash profit	£42.55	£31.80
Average time	60 min	45 min

*Both services RSP's exclude cut/blowdry's and should be charged in



FOR EVERY WOMAN



FOUNDATION OF BEAUTIFUL HAIR

SMOOTH HAIR CARE

Four ranges designed to create smooth texture for all hair types














Keeping it simple and uncomplicated by having a small, but impactful hair care range, tailored to all hair types is just one of the many benefits that comes when offering Kebelo retail. Less, is most definitely more.





RETAIL OVERVIEW

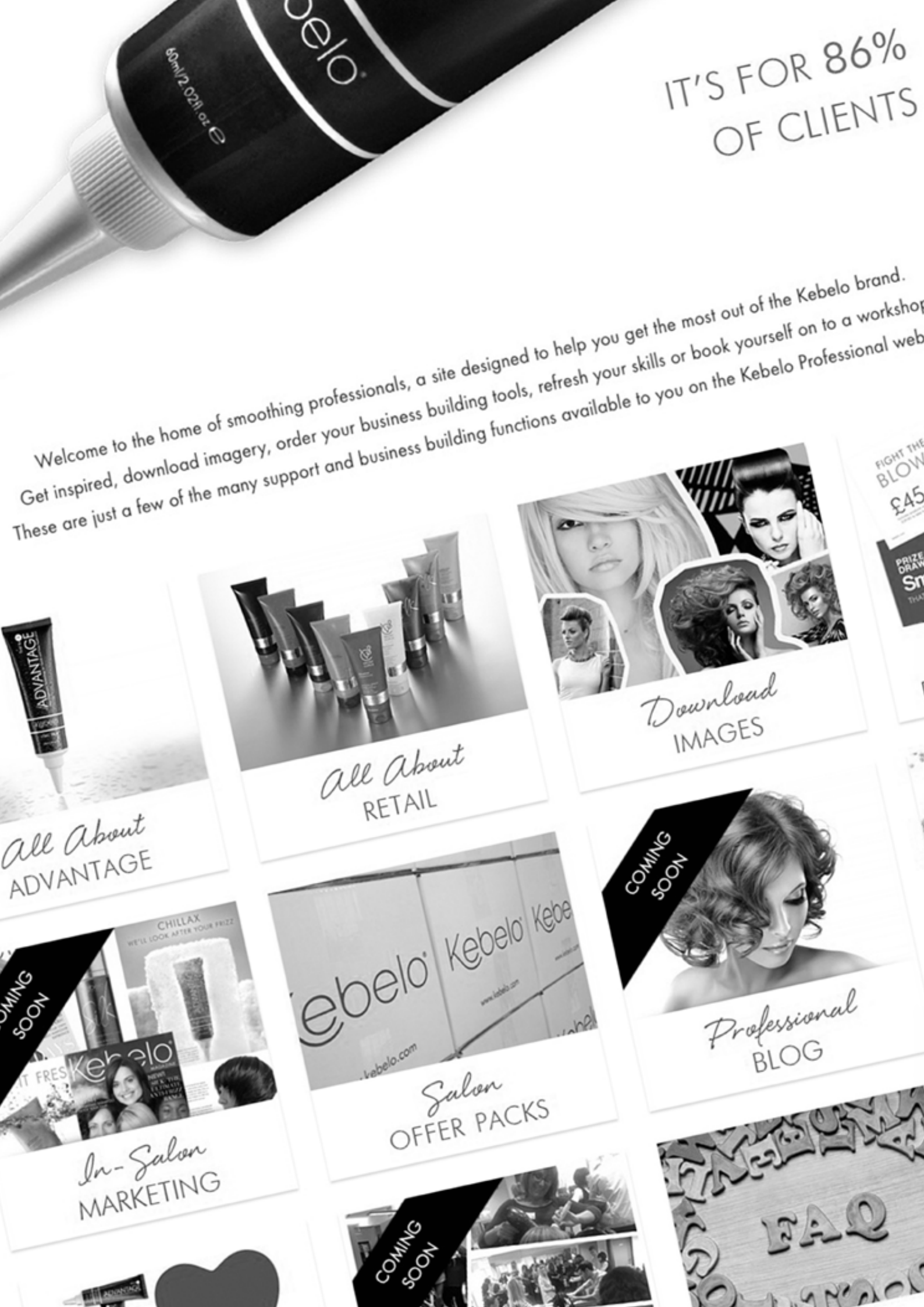


REVITALISING RANGE	FOR NORMAL TO FINE OILY HAIR	SHAMPOO		For normal to fine hair and oily scalp.	<ul style="list-style-type: none">• Amaranth	Deep cleanses whilst balancing the scalp's sebum release.	Use a small amount of shampoo, massage both hair and scalp, then rinse. Repeat if needed.	250ml - £13.95 500ml - £27.50
		CONDITIONER		For normal to fine hair in need of more volume and bounce.	<ul style="list-style-type: none">• Hydrolysed wheat• Soy protein• Jojoba	The ingredients continue to balance the sebum release whilst nourishing without overloading.	Work a small amount from end to root, comb gently, then rinse.	250ml - £14.95 500ml - £28.95
		MASQUE		Weekly treatment for normal to fine hair in need of increased volume and body.	<ul style="list-style-type: none">• Hydrolysed jojoba• Hydrolysed oats• Quinoa protein	Prevents flyaway and flat hair whilst giving an injection of nutrition, resulting in fuller bodied hair.	After shampooing, work a small amount through hair, leave 15 min. Rinse and condition as normal.	100ml - £13.95
ENRICHING RANGE	FOR DRY, COARSE, DAMAGED HAIR	SHAMPOO		For dry, damaged or coarse hair that needs a deep cleanse without	<ul style="list-style-type: none">• Guar sugar	The balance of ingredients allow for a deep cleanse whilst keeping the hair hydrated.	Use a small amount of shampoo, massage hair, then rinse. Repeat if needed.	250ml - £13.95 500ml - £27.50
		CONDITIONER		For dry hair that needs intense hydration with every shampoo, creating even softer, stronger tresses.	<ul style="list-style-type: none">• Hydrolysed wheat	Hydrolysed wheat gives the hair a super boost of nutrition with each shampoo.	Work a small amount from end to root, comb gently, then rinse.	250ml - £14.95 500ml - £28.95
		MASQUE		Weekly treatment for dry, coarse hair in need of moisture, creating a soft texture.	<ul style="list-style-type: none">• Grape seed oil• Argan oil	The unique ingredients softens each strand, changing the texture, creating smooth, shiny hair.	After shampooing, work a small amount through hair, leave 10-20 min. Shampoo, then	100ml - £13.95
SILK RANGE	FOR FRIZZY HAIR	SHAMPOO		Anti-frizz shampoo designed to work with all hair types.	<ul style="list-style-type: none">• Quinoa protein• Amaranth• Chamomile	Cleanses whilst fighting frizz on a foundational level, creating healthy hair.	Use a small amount of shampoo, massage hair from end to root, then rinse.	250ml - £13.95 500ml - £27.50
		CONDITIONER		Anti-frizz conditioner that deep nourishes without overloading. Works on all hair types.	<ul style="list-style-type: none">• Quinoa protein	Packed with the 'super food' quinoa, hair is nourished whilst combating frizz.	Work a small amount from end to root, comb gently, then rinse.	250ml - £14.95 500ml - £28.95
		CREAM		Unique anti-frizz cream with 10 additional benefits to the hair.	<ul style="list-style-type: none">• Quinoa protein• Keratin• Argan oil• Hydrolysed wheat	Restores, revitalises, adds strength & shine, fights frizz & flyaway, reduces styling time, de-tangles, smooths & protects	Apply a very small amount and work through damp hair. Blow-dry or for a 3 day straight, use flat irons.	100ml - £29.95 30ml - £13.95
VELVET CURLS RANGE	FOR CURLY & WAVY HAIR	SHAMPOO		Curl shampoo designed to deep cleanse and define the natural curl.	<ul style="list-style-type: none">• Quinoa protein• Chamomile	Cleanses and hydrates the curls, combating hair fatigue and frizz.	Use a small amount of shampoo. Gently massage hair, then rinse. Repeat if needed.	250ml - £13.95 500ml - £27.50
		CONDITIONER		Deep nourishing conditioner for curly and wavy hair.	<ul style="list-style-type: none">• Quinoa protein	Nourishes curly tresses with the 'super food' quinoa, softening the hair whilst combating frizz.	Work a small amount from end to root, comb gently, then rinse.	250ml - £14.95 500ml - £28.95
		CREAM		Defining cream which creates soft, frizz-free, defined curls.	<ul style="list-style-type: none">• Quinoa protein Uses Kebelo Curl Defining Technology	Easy to use cream; simply apply and watch the soft, frizz-free and defined curls take shape.	With your hands, charge a very small amount of cream, work from end to root. Leave to dry naturally.	100ml - £13.95
CLARIFY	ALL	SHAMPOO		Gentle deep cleansing clarifying shampoo; eliminates product and environmental build-up.	Uses the best that science has to offer to gently cleanse each strand.	Just as with skin, hair needs exfoliating at least once a month. Will leave hair feeling weightless and rejuvenated.	Use a generous amount of shampoo. Comb hair using fingers, avoid tangling, rinse, then repeat and condition.	250ml - £13.95 500ml - £27.50 ! Can lift color



EDUCATION **SUPPORT &** PROMOTIONS

We work with our salons and their teams to build, grow and expand their smoothing business. Some of the tools available to achieve this are the Smooth Operator and Retail workshops, business planning and coaching sessions, a collection of K-Promos, product of the month, web resources and much more. Just another benefit of working with a boutique brand.



THE SUPPORT TOOLS

Setting and achieving the vision

Each support, business building, marketing and educational tool has been carefully created to help your team give their clients the best experience and results possible.

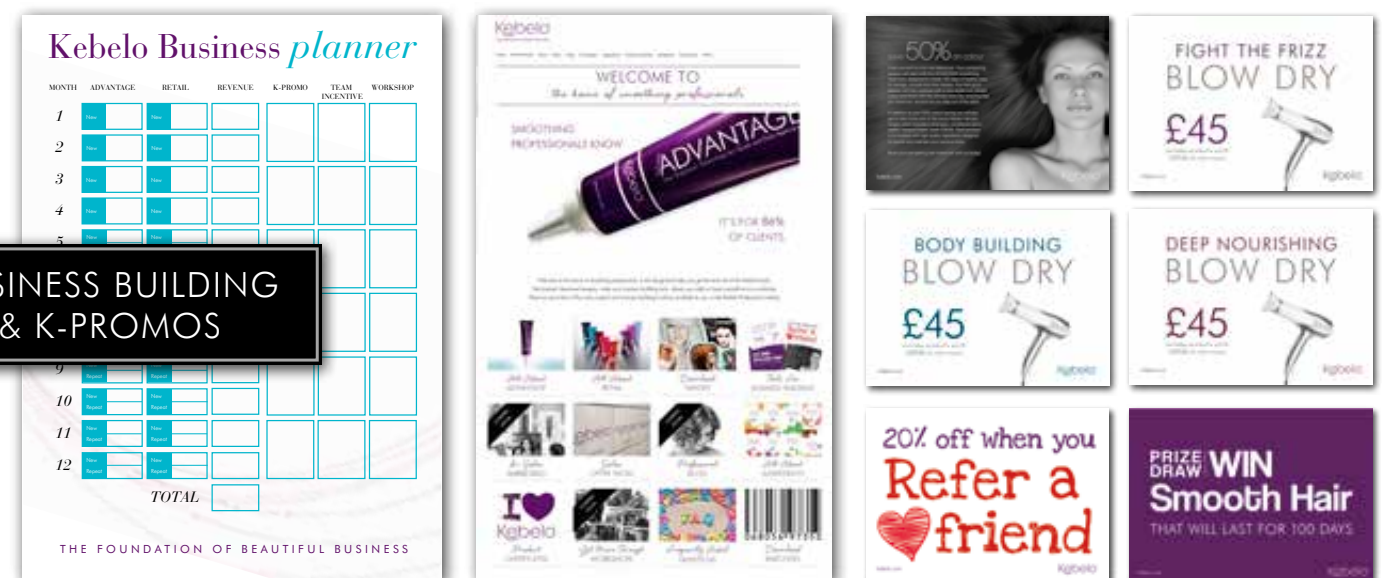
MARKETING & CONSULTATION



Consultation

Marketing

BUSINESS BUILDING & K-PROMOS



Business Planner

Professional Site

K-Promos



Keabelo®
FOUNDATION OF BEAUTIFUL HAIR



SMOOTH.OPERATOR WORKSHOP

A full day workshop dedicated to giving each stylist the knowledge, understanding and complete "ownership" over the professional ADVANTAGE smoothing treatment.



SMOOTH.RETAIL TRAINING

A 1,5 hour in-salon training session designed to give complete understanding of the Keabelo hair care range as well as generic retail confidence boosters to increase sales.



SMOOTH.SALON SESSION

This in-salon session is spent with stylists and clients alike; designed to increase confidence, inspire and be hands-on in session with your team.



KEBELO SALON

A 360° Kebelo salon; smooth hair and smooth business from every angle.

Working with a dedicated account manager and putting all the foundations and brand support in place to grow the salons Kebelo hair care business.

Being a 360° salon means getting ...

- Quarterly business planning sessions
- In-salon retail and product training
- Free Smooth Operator workshop spaces
- Luxury retail display
- Tailored marketing pack
- Monthly promotions for treatments and retail
- Ongoing team coaching
- 360° incentives

ENQUIRE ABOUT ELIGIBILITY WITH
YOUR ACCOUNT MANAGER



Since introducing the Kebelo range to our salon it has exceeded all our expectations. We now offer our clients products and a service that is as luxury and authentic as the brand.

Vibe

We have been offering ADVANTAGE for nearly 3 years but 6 months ago decided to make Kebelo one of our main retail brands. The quality of products, hands-on support, education and fresh approach has been amazing. Happy team, happy clients.

Noir

As a business that has been successfully trading for over 30 years we pride ourselves on using the best products possible. We consider Kebelo to be one of these brands giving our clients sophistication and luxury to their haircare regime.

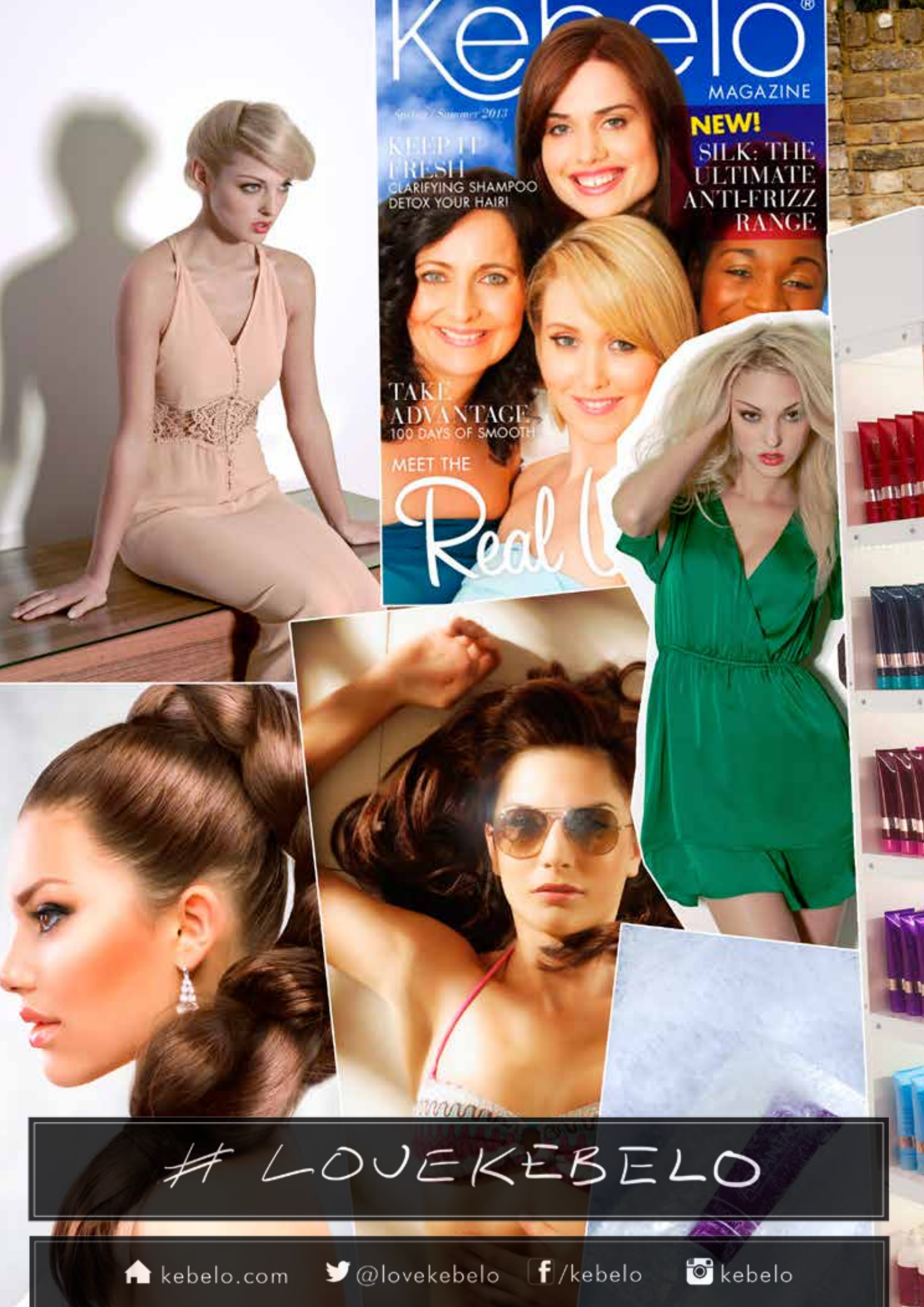
Junction Hair & Beauty

Our Kebelo love started with the ADVANTAGE treatment, it's a fabulous product that gives the results it claims; easy to manage, shiny frizz free hair. Our clients love it. We always get repeat bookings and clients recommend it to their friends. Easy to apply and great value for money with excellent maintenance products, we simply love it!

Floc

Our clients simply love the quality of hair that Kebelo products give. For us as a team its a joy to work with a brand that represents quality haircare.

HÅR



KebeLo®

MAGAZINE

Spring / Summer 2013

KEEP IT
FRESH
CLARIFYING SHAMPOO
DETOX YOUR HAIR!

NEW!
SILK: THE
ULTIMATE
ANTI-FRIZZ
RANGE


TAKE
ADVANTAGE
100 DAYS OF SMOOTH


MEET THE


Real Life

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