

# LOOKS- MAGAZINE COM

## New Kenra® Platinum Blow-Dry Spray dramatically decreases blow-dry time, helps blow-outs last longer

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Clients love the look of a professional blow-out, but don't always have enough time to spend in your chair for you to work your styling magic after their cut and color. Then, once they get home, they can have difficulty replicating the look. That's all about to change, thanks to the launch of **Kenra® Platinum Blow-Dry Spray**, an advance-dry, thermal protectant that puts the power only a professional product can provide into their hands.

New Kenra® Platinum Blow-Dry Spray is packed with **evaporative silicones** that instantly pull moisture out of the hair, helping it **dry faster to dramatically decrease blow-dry time**—saving you time in the salon and your client time in the morning at home. What's more, Kenra® Platinum Blow-Dry Spray provides **instant thermal protection up to 428 degrees** against the damage and breakage that repeated heat styling can cause.

The lightweight formula is **rich with argan oil and jojoba oil**—perfect for **detangling, smoothing and softening the hair**, as they add **extra protection** and **gorgeous shine**. Kenra® Platinum Blow-Dry Spray also helps **eliminate frizz** and helps the hair resist humidity, so **blow-outs last longer**.

Suggested retail price is \$19.00 for a 3.4-fluid-ounce/100-mL spray.



Kenra® offers two collections under the **Kenra® Classic** and **Kenra® Platinum** brands—both available in top salons across North America. The Kenra® Classic brand offers classic, quality haircare products that perform day after day. The Kenra® Platinum products provide optimum results from brilliant shine to ultra hold. Learn more and find a salon near you at [www.kenra.com](http://www.kenra.com).