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## Kenra Professional Launches Kenra Color



Kenra Color is a complete professional haircolor brand that is uniquely Kenra. Kenra Color incorporates Balancing Complex 5, a proprietary formulation designed to provide vibrant, long-lasting color, outstanding gray coverage and color saturation, intense shine, improved condition and manageability, all through a gentle formulation.

Led by Kenra Professional Artistic Director, Robb Dubré, the creative vision of the Kenra Professional Artistic Team is to inspire the talents and enhance the technical skills of professional stylists. "Haircolor is still the growth driver for most salons' bottom lines," says Robb Dubré, "With the launch of Kenra Color, Kenra Professional will help salons enhance both their artistry and their profits. Salon professionals can rely on new Kenra Color to delight every client with natural looking, predictable results, whether she wants truly 100% gray coverage; gorgeous tone-on-tone color; shiny highlights or vibrant lowlights."

The Kenra Color brand will debut at the International Salon & Spa Expo (ISSE) in Long Beach, CA, January 28-30, 2012, with complete availability nationally by May 2012 through a national campaign entitled, "Color Me Kenra".

Get a sneak peek at the new Kenra Color brand from Kenra Haircare:



[Image and video courtesy of Kenra Professional]

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